

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. E. HOWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXV.

NEW YORK, MAY 22, 1901.

No. 8.

IN FIGURING



your advertising appropri-
ation, be sure to have
before you the cost of
publicity in

The Philadelphia Record

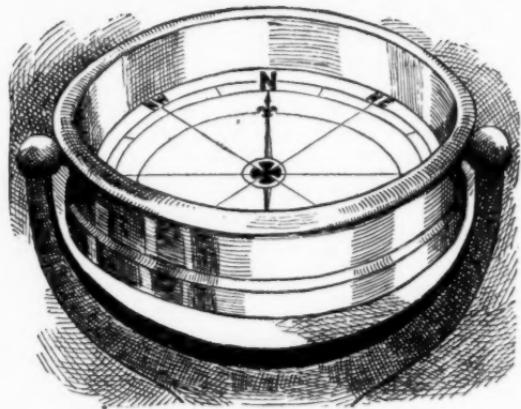
Its circulation is the largest in Philadelphia, and the third largest morning circulation in the United States. The Daily and Sunday editions are both great advertising propositions; as proven by the amount of display advertising carried in each.

185,000 copies daily; 25c. a line.

160,000 copies Sunday; 20c. a line.

Our rate card teams with interesting advertising information. Ask for it.

PRINTERS' INK has heard it asserted that the advertising department of nearly every large department store in the United States subscribes for the New York *Evening World*, the *Philadelphia Record* and the *Chicago News*, because these three newspapers carry the best examples of department store advertising in the world.



Cardinal Points

Four cardinal points of effective advertising may be designated as follows:

1. *The Right Article*
2. *The Right "Copy"*
3. *The Right Medium*
4. *The Right Time*

With this combination any merchant or manufacturer may feel confident to enter the field of publicity.

If you are ready to advertise—large or small—command our services, supply us cardinal point number one, and we will supply numbers two, three and four.

We plan, write, illustrate, print and place advertising—all of these or any desired part.

Call on or write to

GEO. P. ROWELL & CO.

Advertising Agents, 10 Spruce St., NEW YORK

PRINTERS' INK.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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HOW TO ILLUSTRATE.

By Wolstan Dixey.

The advertising artist does not need to be an advertising man so much as he needs to be an artist. If he does not get the right advertising idea for his illustration it is the fault of the advertising man, who does not make plain what he wants. But when the artist has got the right idea and cannot execute it the fault is his own. The ideal illustration conforms strictly to the purpose of the advertisement. The ideal advertisement conforms to the purpose of the business. You cannot tell what the illustration should be until you know what the advertisement is, and you cannot tell what the advertisement should be until you know what is the immediate purpose of the business.

This is not saying that the illustration should necessarily be subordinate to the text, nor the text to the illustration, but both should be subordinate to the purpose of the advertisement.

The advertising man must get his ideas from the business; the artist must get his from the advertising situation. Both must go to the fountain head of the business to properly shape the advertising all the way through, whether text or illustration.

The picture itself may convey the idea better than words, and if it does, it should be "the whole thing."

The purpose of an advertisement is not always to make an argument or enforce a business proposition. In many cases the object is simply to keep the name of the firm or the goods in the public eye. Often the best possible "illustration" of an advertisement is not an illustration at all,

using the word in the strict sense, but simply a striking or beautiful picture to attract the eye and call attention to the announcement.

And the more completely artistic and free from "shoppiness" such a picture is the greater its advertising value.

An advertising artist should tie to this one idea: An advertisement has a purpose and his work must conform to it.

Advertising illustrators make a double-headed mistake. On the one hand they imagine that good art is necessarily good advertising and that the advertising should be made to conform to their pictures, or on the other hand in their desire to conform to the supposed exigencies of business they are led to believe that advertising has no use for art and they give up the attempt to supply it.

The fault is usually with the advertising man, who fails to have any clear idea of what he wants to do, and in his jumbled up notion of "illustrating" an argument he forces an artist to produce those composite idiocies which are neither art nor advertising.

The advertising man should be able definitely to explain his purpose to the artist, and then if he does not produce effective illustrating the fault is not that he lacks advertising sense but that he lacks artistic sense.

The best illustration for an advertisement may be a diagram, a map, a shoe, a machine or a rocking chair. It may be a house afire, a man falling down a well, the face of a famous beauty or a classic figure of ideal loveliness. The advertising man must know what the nature of the illustration should be and how much space to give it. That is an advertising question. And then it is the busi-

ness of the illustrator to be as much of an artist as he can, and his first business is to find out what art is.

Art is more than drawing, color or composition. It includes them all plus their motive, which is the biggest part of the subject, and the one usually least considered by those illustrators who complain that there is no opportunity for genuine art in advertising.

Some of the best art work of all time shows a method of treatment exactly in accord with the principles of good advertising. There could hardly be a better school for an advertising illustrator than the study of classic masterpieces.

Among modern pen-and-ink artists Gibson's compositions and color exemplify the very acme of advertising effectiveness. Yet it is almost impossible to persuade an illustrator, even among Gibson's warmest admirers, to follow his methods in advertising work. It is not a question of proficiency but of method. Take a dozen of Gibson's famous *Life* cartoons and probably in ten of them you will find for one thing those broad sweeping open spaces without a line or a speck such as you could not for love nor money induce the average advertisement illustrator to admit in his work.

He will acknowledge its effectiveness and artistic value and perhaps promise to do the same thing if you want him to; but he won't; he can't. He simply can not let that great white space alone. There is the evil technical genius inside of him pleading to put in "just a few little scratches," just a slight tone effect to show that he has not overlooked anything.

The ruination of ninety-nine artists out of a hundred (and this is true of artists and professional men in every field) is the limited range of vision which excludes the fundamental motive and purpose of their work, and takes in only its technical aspects. It is the same instinct which compels a surgeon to reach for his saw whenever you announce a pain, or

a born pugilist to fight, "purse or no purse."

You can't to save your soul convince the average artist—or at least if you convince his mind you can't convince his hand—that white is a stronger contrast to black than gray is; that massed colors are more striking than scattered ones; or that one idea concentrates attention better than two. He knows the principle, he admits the demonstration before him, but he won't act on it.

If advertising artists will insist with themselves on a definite object in every piece of work they do and let that be their inflexible guide and monitor all the way through, they will produce not only better art, but in doing this will at the same time produce better advertising.

STRONG TESTIMONY.

Probably no better argument in favor of newspaper advertising, as compared with circularizing, can be advanced than is shown by the report of the *Christian Herald* in the collection and disbursement of the India Famine Relief Fund. Deducting \$900, the commissions of P. B. Bromfield, the agent who placed the advertising, and which sum Bromfield donated to the fund, there was spent for advertising in about forty mediums a little over \$8,000. From this advertising over \$96,000 were received, or twelve dollars in receipts for every dollar spent. About \$32,000 was paid out for circularizing and from this source there was received \$185,000, or not quite six dollars for every dollar spent. This shows that, other things being quite equal and the amount of money spent being the same, twice as much may be expected to come in through newspaper advertising as by circularizing.—*Newspaper World*.

STEREOTYPED ADVERTISING PHRASE.



"TEETH EXTRACTED WITHOUT PAYIN'."

KODAK FACTS.

In a recent issue of *Advertising Success* Mr. L. B. Jones, who has been managing the Kodak advertising for many years, gives the following facts:

Our line of advertising consists in the use of monthlies and high-class weeklies, backed up by a liberal distribution of catalogues and pamphlets through our dealers, to whom we also furnish framed pictures from negatives made with the Kodak on our own film and enlarged on our bromide papers. Of course, we get out the usual line of hangers, show cards, etc. Probably the biggest strike that we have ever made in the advertising field was our photographic contest of 1897, which was followed by exhibitions in London and New York. In the contest referred to we received upwards of 25,000 prints, every one of them made from negatives taken with a Kodak. The net result of the exhibitions was that in the minds of both professional and amateur photographers, the world over, the Kodak at once reached the highest plane as a camera capable of producing the most artistic results. Previous to these exhibitions a certain class of photographers had insisted that the Kodak was only a "press the button" affair, and was not to be seriously considered when artistic work was desired. Of course, to make the exhibitions pay, we depended upon something beside the 50,000 people who attended them. We had to have the right kind of newspaper comment, and we had it. Every one of the London and New York papers gave us extensive and favorable criticism. The high-class illustrated weeklies and some of the magazines took the matter up, and not only gave us extensive notices in the reading columns, but reproduced many of the pictures which we had in the exhibitions.

About the expression, "You press the button, we do the rest." The credit for this belongs to Mr. Eastman. When Kodaks were first put on the market they used what is known as "stripping

film," which was an exceedingly difficult film for the amateur to handle successfully, and it became necessary to arrange for the development of the negatives and the printing of the pictures. The burden of the first advertising, therefore, was to the effect that "All the operator has to do is to make the exposures, and then send his Kodak, with the film in it, back to the factory, when the pictures will be developed and printed and the Kodak reloaded and returned to him." The gentleman who was at that time manager of the advertising department submitted the above tale in somewhat less words than I have told it, but at the same time he failed to get it into concise form. The advertisement was shown to Mr. Eastman for approval, and by changing a few words and striking out a good many more, he reduced it to the trite expression, "You press the button, we do the rest."

For a number of years it was used extensively. Later on improvements were made in the manufacture of film, so that it became an easy matter for the amateur to do the developing and printing as well as the "button pressing." The company then added, "Or you can do it yourself." The previous strong advertising, however, had given the public an impression that it was impossible for the amateur to do his own developing and printing, and in order to make it widely understood that this was not a difficult matter it became necessary to practically abandon the original expression, for wherever employed it gave the idea that the Kodak could only be used through the aid of an expert. Of course, Kodak photography has been so simplified that the amateurs are now not only able to load and unload the Kodak themselves, but in most cases they do their own developing and printing. As applied to our business, therefore, "You press the button, we do the rest," has largely lost its force, although we still "do the rest" for those who wish us to. The abandonment of the phrase has caused some com-

ment among advertisers who do not fully appreciate our reason for giving up what seemed to be such a good thing.

When it became necessary for us to pound into the public mind that "Kodak" is our exclusive trade-mark, we first used the expression "No camera is a Kodak unless manufactured by the Eastman Kodak Company." This was commonplace, and we substituted for it "There is no Kodak but the Eastman Kodak." This seemed to fill the bill, but alas, many people gave it a slang construction, thinking we meant that our Kodak was the best Kodak, much as they would say "the only pebble on the beach," meaning, of course, not the *only* pebble, but the largest, smoothest, handsomest pebble. Even one of our own dealers put out an ad like this: "There is no admiral but Dewey. There is no Kodak but the Eastman Kodak." And so we began to cast about for a new and concise phrase, and finally struck: "If it isn't an Eastman, it isn't a Kodak." We have used that phrase for nearly a year now, and it seems to be doing good work.

TO REFORM A REFORMER.

The Congressman from California, Loud, the self-constituted postal "reformer," is known in his own State as a pliant tool of the Southern Pacific Railroad. He has very recently, in a public speech, expressed his opposition to the postal telegraph, the parcel delivery system, the postal savings bank. There is not in all Congress a more subservient lickspittle of the corporations. As chairman of the postoffice and post roads committee he has repeatedly engineered through Congress immense appropriations for railroads and secured the payment of exorbitant rates for carrying the mails. After allowing the treasury to be plundered by the rich railroad corporations, he introduces a bill, the excuse for which is to cut down expenses. . . . For a vile, conscienceless, corrupt tool, commend us to Eugene F. Loud.

It is charged that the railroads are inciting the assaults on the second-class mail matter to draw attention from their own stupendous stealings. If it were not for these notorious abuses the department would be self-sustaining, even with a one-cent letter postage and a greatly extended rural free delivery. A thorough reformation in the postoffice department itself, with its unbusiness-like contracts, its despotic rulings and star chamber methods, is what is needed.—John K. Reynolds, in *Advertisers' Guide*.

WANT ADS OF THE FUTURE.

Owing to the increasing wealth of the nation, *Life* prophesies that the want ads of the future will likely run in the strain of the examples below shown:

Wanted.—Young millionaire as office boy in department store. Salary, \$300,000 per week.

Lost.—One billion dollars will be given for return of mongrel pup answering to name of Rubberneck, 41144 5th av.

Private School.—Dr. Mushem's private school for infants. I fit all scholars for college by the time they are three years old. None admitted over four months of age. Send \$100 in stamps for catalogue.

Go to the Honi Sui restaurant for fine cooking and quick service. Business men's lunch (1-3) \$90,000, including wine. Table d'hôte, \$150,000.

Sheeney's Theatre.—Mr. Noses Isaacstein presents Miss Maudine Fleshanblood, the highest type of dramatic art. Generations of breeding have produced in Miss Fleshanblood the largest legs and the smallest cranial capacity of any living star. Popular prices, \$400,000, \$500,000, \$750,000.

Suburban Property.—If you are looking for a home, go to Grassdale. Only 800 miles from town. Four minutes to City Hall. This week lots only two millions each; \$400,000 down.

A New Historical Novel.—Read "When England Was in Power," by Edgar Amphere Volster. Written by the new electric process. 81 thrills in 200 pages. Only \$98,000.

Notice to Physicians.—Under the new law, just passed, all new diseases discovered by physicians are now patented. I am a patent lawyer with a pull and will get your papers in double-quick time. Address Marks, room 800,258, "The Skyscraper."

Crook's Tours.—Billionaires and all people in moderate circumstances should avail themselves of our extraordinary offer. Party leaves New York on 10th, returning on 15th, making trip around world. Single tickets, \$486,257,823. Steward's tips, \$400,000 extra.

Wanted, Pensioners.—The population of this empire is now only eight billions. Of these, only seven billions nine hundred millions are drawing pensions. Do not delay, but send in your application to the government at once.

For Sale.—A copy of the Bible, a celebrated folk-lore book of ancient times, in good condition; price reasonable.

ENGLISH FAVOR PENNY MAGAZINES.

One of the big publications in London for the advertising of women's articles is the *Butterick Fashion Guide*, which has a circulation of 200,000 copies. English people take more kindly to penny publications than they do to the expensive magazines.—*Advisor*.

THE more desirable a product really is, the more profitable will the advertising be.—*Current Advertising*.



dvertising IN England

to be most successful, requires something more than the best American methods.

There is a good opening for the introduction of many of the bright American features into English advertising, but these must be modified, of necessity, to meet English exigencies, and desirably to overcome English prejudices.

“Wisdom in Advertising” tells how in England most goods can be sold at least cost. It’s a little booklet prepared by the conductor of some of the largest and most successful advertising in England. It is published by one who has *proven* that he “knows how.”

“Wisdom in Advertising” is yours for the asking.

S. H. BENSON,

To get a copy quickly
call your address only to
SPURTS, LONDON
(That will be understood)

**Advertisers' Agent,
1 Tudor St., London, E.C.**

IN dealing with newspapers and periodicals and paying them large sums for advertising it often appears essential to the advertiser to know about the stability, character, standing and present circulation of a particular publication under consideration. The information conveyed by a newspaper directory is necessarily brief and touches only upon well-defined lines. A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold on the surface is sometimes only gilding.

The American Newspaper Directory Confidential Information Bureau ...

with the more than thirty years' experience of its founders, and with the facilities at their command, is willing to convey to its subscribers such confidential information as it may possess. It is often in a position to tell about a specified publication just what an advertiser would very much like to know. It will deal only with papers credited with a circulation of a thousand copies or more. With smaller circulations the general advertiser cannot profitably concern himself.

PRICE OF SERVICE, \$25 A YEAR, STRICTLY IN ADVANCE. A SUBSCRIBER RECEIVES REPORTS AS ASKED FOR; ALSO PRINTERS' INK (A JOURNAL FOR ADVERTISERS), ISSUED WEEKLY AT \$5 A YEAR, AND THE AMERICAN NEWSPAPER DIRECTORY (ISSUED QUARTERLY AT \$5 A QUARTER), \$20 A YEAR. ADDRESS GEO. P. ROWELL & CO., PROPRIETORS, NO. 10 SPRUCE ST., NEW YORK.

FRENCH-CANADIAN WAYS.

By *Timothy Newland.*

Manufacturing towns in New England contain a large and growing French-Canadian population. In their answers to advertisements these people show an amusing mixture of credulity and scepticism. More than any other class that advertisers deal with, they want to know the whys and wherefores before they buy. They take advertisements very seriously. An American makes allowances for exaggeration; a French-Canadian construes printed promises literally. Thus, somebody advertises "a certain and speedy cure for consumption." The instructed Anglo-Saxon interprets these words to mean that the medicine will give relief to consumptives. But the matter-of-fact Gaul expects to get a cure for his money.

Why he should be required to send money in advance the French-Canadian frequently fails to understand. He does not see why he should trust a person who places no confidence in him. Maybe he considers the price of an article too high, and he does not hesitate to explain why he cannot pay the amount demanded. He has lost his job, or his father is sick, or he has just bought a bicycle. In these circumstances, cannot the advertiser reduce the price a little?

From false pride the French-Canadians seem to be remarkably free. Poverty is no crime among them, and it is no unusual thing for a person of fair intelligence to write: "I cannot order your goods now because I have no money, but I hope to collect an old debt in a week or two, and if I succeed I shall send you an order."

More, perhaps, than any other class of foreign-born residents of this country, the French-Canadians are attached to their language. Their letters, however ill-spelled and ungrammatical, are all French. Never can you find an English word. It is little better than a waste of time and postage to send circulars and booklets in English to these conservative people. A circular letter is likely to

be returned with a pencilled request for a French version.

But an advertiser who sends out French circulars should see to it that the translation is idiomatic and correct. Otherwise he may look for sarcastic criticisms, and for intimations that, if his wares are no better than his diction, he cannot amount to much.

Not far from Fulton ferry, New York, is an elderly man who makes a business of translating and printing in foreign languages. His surname is unmistakably English. His first name is Napoléon (with the accent, please), and his speech betrays his French origin. His prices are high, but he insists that his work warrants the charges, because a misplaced word or an inaccurate phrase may make an entire advertisement ridiculous.

The French-Canadian will ask credit with all the artlessness of a child. "Confide in me," he writes, "I am an honest man and I would scorn to cheat you."

Again, the advertiser may receive such a message as this:

"You may send me your remedy and I shall try it. If it does me good I will pay you in the spring, when I shall have regular employment. If it does me no good, you should not expect money, for why should you be paid when I have received no benefit?"

It is harder to deal with the French-Canadians at home than with those in the United States. The custom house is an obstacle, and the customer over the border grumbles when he has to pay duty.

In their letter writing the French-Canadians are not more careful than other people. Names and addresses are frequently illegible, and sometimes the address is omitted altogether. In such cases there is nothing to do but wait for another letter, which will probably denounce the advertiser as a swindler, bent on fleecing the poor.

Considering the peculiarities of the French-Canadians and their obstinate attachment to their traditions and customs, it is best for advertisers seeking their trade to have special copy prepared, and not to depend upon a literal translation of the English matter.

ARRANGING ADVERTISING INTERVIEWS.

The *Newspaper Owner* this week gives the following letter from the Leeds Advertising Agency to a country weekly newspaper, and asks what newspaper proprietors generally think of this kind of thing:

Bile Bean Advertisements.—We beg to inclose an interview—and matter relating thereto—for your chief reporter to undertake for us, and shall be glad if you can let us have it as early as possible. We are not advertising in your district at present, but we shall be shortly, when we shall be glad to have your terms."

The inclosures are a copy of a letter from a person who states that she has derived benefit from the use of bile beans, and the following suggestions to the chief reporter of a paper circulating in the district where the bile beans patient lives to guide him in his interview:

(1) Do not write more than one stick of introduction.

(2) It is useless to write an interview if the subject will not allow his or her name and address to appear, as no interviews are used unless signed permission is given.

(3) Give full names, addresses, and occupations of persons interviewed; not initials only.

(4) If the person interviewed is a leading member in any religious, philanthropic, or scientific body, or prominent sportsman, prize-winner, or athlete, or engaged in any trade or occupation in which the duties are in any way exceptional, be sure and mention it.

(5) Obtain answers to as many of the following questions as possible. Write them up in the following order:

(a) What was your ailment (or ailments)?

(b) How long had you suffered from it (or them)?

(c) In what way did it chiefly affect you?

(Here give as many of the symptoms as possible. This is one of the most important

portions of the interview, since it enables, more or less, according to the way in which it is done, other sufferers to see whether or not the case reported is, in any way, similar to their own.)

(d) Did you have any medical advice or attend any infirmary or hospital? If so, with what result?

(e) How did you hear of Bile Beans?

(f) When you commenced to take them, what results were first noticeable?

(g) What was the result of the continued course?

(h) What is your present state of health? How does it compare with what you have experienced in the past?

(i) Do you attribute your cure solely to Bile Beans?

(j) Can you conscientiously recommend them to all who suffer as you did?

(k) Do you object to this interview being published?

(If "No," then get permission signed. If no objection to photo being published, get signed permission for that. Should the person interviewed not have a recent photograph, he or she may order half-a-dozen, for which the company will pay, on the condition that one is sent to them. If the person interviewed declines to have photo published send along with your interview a description of the person to guide the artist in making sketch for block.

Avoid all exaggeration.

Written permission for publication on each interview must be sent along with it, together with the reporter's fee.

Orders for interviews not received from the reporter within one month of the date of the order will be cancelled.—*Newspaper and Poster Advertising*.

“I’ve called to get the money for some jokes I left,” announced the visitor. “Those jokes have been paid for,” said the editor. “When?” “Oh, about fifty years ago.”—*Elmira (N. Y.) News*.

INCREASED ADVERTISING

* * IN * *

The Evening Wisconsin

For the first three months of 1901.

	1900.		1901.	
	Columns.		Columns.	
1st Week	122		151	
2d "	149		180	
3d "	136		174	
4th "	140		167	
5th "	137		154	
6th "	148		172	
7th "	150		173	
8th "	173		163	
9th "	162		192	
10th "	177		200	
11th "	168		220	
12th "	180		230	
13th "	246		293	
	2,088		2,469	
Columns Increase,	- -		381	

OUR POSTOFFICE.

Third Assistant Postmaster-General Madden has sent a circular letter to publishers here and there, detailing some of the woes of the Postoffice Department of the national government, and sounding the publishers on a proposed ruling which will bar from second-class privileges all papers using premiums as a means of securing subscribers. According to information given out by the department at Washington, Mr. Madden is receiving many replies favorable to his proposed ruling, and the probabilities are that they come largely from the publishers of dailies who have no special interest in the second-class privilege.

An informal meeting of agricultural publishers of Chicago was held on the afternoon of the 19th inst., in the office of the Howard Publishing Company, for a discussion of Mr. Madden's letter, and while no formal action was taken it was clearly the sense of the meeting that the Postoffice Department—a branch of the executive department of the government—is clearly transcending its rights and taking to itself unwarranted functions, when it presumes to enact rules which have not a clearly defined basis in laws enacted by the Congress. The real question which the letter of the Third Assistant Postmaster-General raises is not the desirability of allowing "sample copies" to be circulated at pound rates, nor the desirability of allowing publishers to buy, if you will, their circulation by means of liberal premium offers, but whether or not publishers as a class dare sanction an unwarranted departure from the organic law of the land.

The truth is that a large proportion of "the rulings" of the Post-office Department are in fact arbitrary and without authority of law. The order, for example, that a publisher may mail a number of sample copies not to exceed the number of bona fide subscribers his paper has, is merely a ruling without a shadow of authority in law, and hence, the publisher who insists with sufficient vigor is al-

lowed to overstep this ruling, and as a result we have the flood of so-called mail order journals with their "circulations" close to the million mark.

Publishers will probably never agree among themselves as to the value of "sample copy" or "premium" circulation. The publisher behind the paper which seeks high class circulation and expects its circulation department to yield a revenue in excess of its expenses, feels that he is aggrieved and injured by the papers of sample copy circulation. The sample copy publisher, on the other hand, can see nothing but injustice in denying him the special privilege granted the other publisher. The advertiser, likewise, looks at the question from the standpoint of self-interest; he wants returns and he wants nothing done which will interfere with his getting them. If the line of advertising he places is such that the sample copy circulation pays him, he is in favor of sample copies; if he has lost money through sample copy circulation he thinks the rascals should be barred out.

And there you are.

As a matter of equity it must be admitted that neither the publisher of the \$3 a year high grade magazine, nor the publisher of the cheapest, flimsy mail order sheet, is in business primarily for the benefit of the community. Both of them are trying to make money, and the average man will have some difficulty in understanding why the publisher of the *Police Gazette*, for instance, should be given special privileges at the expense of taxpayers which are not accorded the publishers of the *Bible* or *Shakespeare* or textbooks. *Agricultural Advertising* believes and always has contended that a uniform rate of postage on printed matter—a rate high enough to meet the expenses of handling such matter—is the only solution of the second-class mail matter tangle.—*Agricultural Advertising*.

GOODNESS SHOULD REIGN.

A man's word should always be as good as his bond, and his ad should always be as good as his word.—*Nashville (Tenn.) Tribune*.

GROWTH OF THE CLEVELAND SUNDAY PLAIN DEALER.

THE SUNDAY PLAIN DEALER long ago outclassed all its rivals in size, quality, circulation and advertising patronage. During the early weeks of 1901 it has made even more remarkable strides than in the past. The following figures of SUNDAY PLAIN DEALER circulation from the first issue in January to date prove the truth of this statement:

Sunday, January 6.	37,926
Sunday, January 13.	37,744
Sunday, January 20.	38,058
Sunday, January 27.	38,393
Sunday, February 3.	39,211
Sunday, February 10.	39,308
Sunday, February 17.	39,511
Sunday, February 24.	40,074
Sunday, March 3.	39,839
Sunday, March 10.	40,158
Sunday, March 17.	40,046
Sunday, March 31.	40,692
Sunday, April 7.	41,401
Sunday, April 14.	41,953
Sunday, April 21.	42,188
Sunday, April 29.	43,358

The issue of last Sunday was 5,432 copies over the first Sunday in January. The SUNDAY PLAIN DEALER now has a regular circulation considerably over double that of any other Sunday newspaper in Cleveland. The PLAIN DEALER's press room is always open to the public, and the fullest opportunity is given advertisers to examine all books, records, white paper accounts and cash receipts covering every detail of circulation, both of daily and Sunday editions.

—*Plain Dealer Editorial, April 30th.*

EATING SOAPSUDS.

"Among the latter day advertising dodges used by shopkeepers to collect a crowd for their shop windows was a man in the window of a downtown drug store, and the man ate soapsuds," said a well-known advertiser. "There was a huge bucket of soapsuds with suds sticking over the rim a foot or more, and each time the suds threatened to collapse the man stirred them up with a stick and began his feast anew.

"What particular interest a crowd could have in watching a man eat soapsuds or eat anything else short of glass was not apparent, but an immense crowd had collected, and blocked the street in front of the window until the police were telephoned for. They ordered the proprietor to stop the exhibition, but he said that he had not heard of a law that prevented a man from feeding a fellow Christian on soapsuds on his own private property, and the only thing the police could do was to drive away the crowd.

"But the soapsuds eater proved too much of an attraction, and the crowd could not be kept away until three policemen were arrayed in front of the window and excluded a view of the performance. The man declined to eat suds in seclusion, and presently gave up the job as a bad one.

"Perhaps there are few things more interesting to watch than the modern dodges used by shopkeepers to attract attention. Some of them are of the most simple device. There is a downtown cigar store that depends for its crowd on a rubber ball that is mysteriously suspended in air. A round hole, three inches in diameter, is cut into the top of a cigar box, and in this rests a rubber ball about an inch more in diameter than the diameter of the hole. Instead of resting on the box, however, the ball is suspended over the hole by an inch or more, and bobs back and forth in a way that attracts a crowd of puzzled pedestrians. The secret once known the device failed to attract, of course. The idea was that the

ball was suspended on a blast of air, exactly as it may be suspended in the nozzle of a water hose.

"These, however, are mere tricks, 'vaudeville advertising,' as it were, and there are many who go in for the 'legitimate'—anything to attract a crowd's attention. Thus it is that a tailor will exhibit in his window a reproduction of a late work of art, or, perhaps, specimens of a mineral taken from the latest discovered gold or copper mine. Any old article of interest will do the trick, and not long ago a noted downtown house had a pair of rare monkeys displayed in a cage in its show window. Military weapons with alleged histories or savages' weapons, including Philippine war clubs, have come in vogue in these days of war and expedition, and they draw as well as anything.

"A pretty girl sitting in a show window and combing her flowing tresses is one of the attractions brought into use. And not only men, but women as well, are drawn to the windows in crowds to have a look at the comber and to bask in the sunshine of an occasional smile.

"Some day an enterprising shoemaker will make Emilio Aguinaldo an offer and the shoeman will grow rich, and the vexing question of the Filipino George Washington will be settled even to the satisfaction of Boston." — *New York Times*.

STEREOTYPED ADVERTISING PHRASE.



"TAKE ONE AFTER EACH MEAL."

School and College Advertising

"The Kansas City *Journal* is one of the few daily newspapers to which educational advertisers seem to stick close. For two summers this daily has carried double the amount of educational advertising of any newspaper west of Chicago. The *Journal* claims a bona fide daily and Sunday circulation of 50,000; also a weekly circulation guaranteed to exceed 115,000."—From editorial in "Printers' Ink," *The Little Schoolmaster in the Art of Advertising*, April 10, 1901.

THIS summer, as usual, THE JOURNAL will make a special feature of School and College Announcements.

This class of advertising is no experiment in THE JOURNAL; it pays.

To reach the educated people who have sons and daughters to send to school the columns of THE JOURNAL are indispensable; you can reach them in no surer or more effective manner.

A partial list of schools and colleges advertising successfully in THE JOURNAL is as follows: University of Kansas, Lawrence; Miss Barstow's School, Kansas City; Ladies' College, Liberty Mo.; Frances Shimer Academy, Mt. Carroll, Ill.; Synodical College, Fulton, Mo.; Tarkio College, Tarkio, Mo.; Missouri Military Academy, Mexico, Mo.; Washburn College, Topeka, Kan.; Drake University, Des Moines, Ia.; Hardin College, Mexico, Mo.; Harnsby Hall, Bunker Hill, Ill.; William Jewell College, Liberty, Mo.; Kansas City University, Kansas City; Miss Elizabeth L. Kawes, New York; Christian College, Columbia, Mo.; Humboldt College, Humboldt, Ia.; Albany Female College, Albany, N. Y.; Austin School, Salina, Kan.; Baker University, Baldwin, Kan.; Miss Bigelow's School, Kansas City; Miss Chenoweth's School, Washington, D. C.; Dillenbeck School of Oratory, Kansas City; Drury College, Springfield, Mo.; Fairmount College, Wichita, Kan.; School of Fine Arts, Kansas City; School of Law, Kansas City; Lewis Academy, Wichita, Kan.; Mt. Barbara Military School, Salina, Kan.; St. Mary's College, St. Mary's, Kan.; Todd Seminary, Woodstock, Ill.; University Military Academy, Columbia, Mo.; Bethany College, Lindsborg, Kan.; Miss Annie Brown, New York; Kansas State Normal, Emporia, Kan.; Cottey College, Nevada, Mo.; Kemper Military Academy, Boonville, Mo.; Wentworth Military Academy, Lexington, Mo.; School of Telegraphy, Salina, Kan.; Topeka Business College, Topeka, Kan.; Union Business College, Quincy, Ill.; Wichita Commercial College, Wichita, Kan.; Spaulding's Commercial College, Kansas City; Brown's Business College, Kansas City; Kansas City Business University, Kansas City; Blees Military Academy, Macon, Mo.; St. John Military School, Salina, Kan., etc., etc.

THE JOURNAL is the only newspaper west of St. Louis to devote a department to School and College News; this news is published every Monday during the entire year and every educational institution in the country is cordially invited to use its columns freely. The special page of college advertising this summer will appear on the following Mondays, fourteen in all: June 17th and 24th; July 1st, 8th, 15th, 22d, 29th; August 5th, 12th, 19, 26; September 2d, 9th, 15th. There will also be a special column every day. The advertising rate, Daily or Sunday, is 10c. an agate line per insertion, or \$1.40 per inch, there being 14 agate lines to the inch. Advertisements of 7 lines (½ inch) will be accepted.

THE KANSAS CITY JOURNAL,
Kansas City, Mo.

R. R. WHITMAN, *Advertising Manager.*

THE J. E. VAN DOREN SPECIAL AGENCY, Publishers' Direct Representatives,
407-11 Temple Court, New York. 1104-5 Boyce Building, Chicago.

NOTES ON MEDICAL ADS.
By Chas. J. Zingg.

The preparing of copy for medical advertisements differs somewhat from the writing of other announcements. It requires a certain knowledge of medical matters in general, not necessarily technical, but sufficiently good to be able to recognize and explain facts. For this purpose the study and reading of good medical books and current medical literature becomes necessary. Yet above all that, the true advertising instinct and the greatest amount of knowledge of human nature is eminently a qualification. In the ordinary business ad a plain statement of facts with a description of the advertised article may answer all requirements, but in medical advertisements sentiment should be deftly blended as long as this can honestly be done. Ailing people are not influenced by blunt statements of facts. They like to be talked to in a sympathetic way, and the clever touch of sentiment will seldom miss its mark.

Vulgarity in language and illustrations should be avoided. The gravity of condition of ill health and the results may be graphically pictured, as they generally make a strong impression and a majority of ailing people like to be taken seriously. A strong point can be made in medical ads by appealing to the fact that most people could get well if they wanted to and that success depends on good health.

A good plan for medical advertising is to prepare ads in series which appeal to certain classes of the great masses as a whole. First run one series, then another, and so on. Care, of course, is to be taken to place such series of ads in those mediums which are sure to reach the greatest percentage of the particular class of people it is desired to reach.

Every good medical ad should contain one or more points which are scientifically true. It should be educational. The points made must be easily understood, as they are in most cases for the common people, who will not understand big words and medical terms.

The medical ads of the future

will be of the highest character. They will help the public at large to gain an amount of useful information about important subjects which former generations did not possess, and which in the future can perhaps only be distributed to the world at large through the medium of advertisements.

THE METHODS OF HOODS, LIMITED.

Hoods, Limited, wholesale hardware merchants, of the International Exchange, Birmingham, England, advertise American goods by providing each manufacturer with a special showroom of his own. There are seventy of these rooms, as well as a large showroom comprising six thousand feet of floor space. Each tenant keeps a full line in his special showroom with a few leading lines in the large hall. Hoods, Limited, provide the salesmen, and an unusually competent staff of men they are said to be. Visitors to the large hall on noticing a line are promptly taken to the private showroom, with the result that business is developed in many unexpected quarters.—*Frank A. Heywood.*

The *Medical Age*, June 10, 1900, says: "An interesting experiment illustrative of the possibility of transmission of infection through the agency of flies is communicated by Dr. F. Smith of St. Louis, Missouri, in the *Medical Record*, Dec. 1899. Four Petri dishes were prepared, three with sterile serum, and one with a culture of diphtheria on serum. A common house fly was made to walk first over a sterile dish (No. 1), then over the one on which was the growth of diphtheria (No. 2), then over the other two sterile ones (Nos. 3 and 4). Nos. 1, 3 and 4 were then placed in an incubator. On the following day No. 1 showed only a few cocci, but Nos. 3 and 4 showed colonies of diphtheria bacilli in the tracks of the fly. In other words:

1st. Four dishes of germs were placed in an incubator, and that they contained not even the smallest germ of any kind.

2d. Some diphtheria germs were planted in Dish No. 2.

3d. A fly was made to walk over Dish No. 1, so that its feet were perfectly covered with something adhering to them picked off by the gelatinous surface remaining upon the same.

4th. Then the fly was made to walk over Dish No. 2, containing the diphtheria germs.

5th. To find if any diphtheria germs had passed themselves to the fly's feet it was made to walk over the pure sterilized dishes Nos. 3 and 4.

6th. Dishes Nos. 3 and 4 were placed in an incubator to develop any germs which might have been deposited by the fly's feet.

7th. The next day colonies of bacilli had developed in the tracks of the fly, thus proving conclusively that flies carry contagion.

Tanglefoot Sticky Fly Paper will prevent flies from infecting your food with any germ as soon as the fly, and coats them both over with a varnish from which they can never escape.

DOES NOT THIS ADVERTISEMENT IN BEING SO EXCEEDINGLY TECHNICAL REALLY DEFEAT ITSELF?

BECAUSE

You have never advertised in the Street Cars is a good argument why you should do so now. The mere fact of your departing from your usual custom will be an advertisement in itself. If you have a good article and it deserves to sell well, advertise it in the Cars. The best way to test any advertising is to try it. Same is true of Street Car advertising—try it. We control the exclusive advertising privileges for some of the best car lines in the country. Get your advertisement in these cars. It will be working when you are not. We will cheerfully answer any questions you may ask. : : : : :

GEO. KISSAM & CO.,

253 Broadway, New York.

MR. PAGE'S VIEWS.

Walter H. Page, formerly editor of the *Atlantic Monthly*, and now on the *World's Work*, was one of the speakers who discussed "The American Magazine" at a recent dinner of the Sphinx Club in the Waldorf-Astoria. "The power of the American magazine," he said, "and the fact that it is greater than the magazines of any other nation are due to the national spirit of this country, not to any editor or set of editors. With all due respect to my friend, Mr. Harmsworth, of London, his joblot magazines would not be read by a yellow puppy in a back alley here. The American public demands a high class of magazines—a higher class than any editor has yet given them.

"I've never yet seen a single issue of a single magazine that was worthy of the patronage that awaited it or that would welcome it if it were what it should be.

"I would name moral earnestness as the point in equipment of first importance for the American magazine editor who seeks to make the ideal magazine. Next to that, he ought to have a through-and-through knowledge of the American people, from Cape Cod to Los Angeles. There is no such thing as provincialism in magazine editing here any longer.

"The editor, too, should have a well-trained sense of literary values, but he should not think that a magazine ought to have anything to do with literature. The making of magazines is not literature; it is journalism. Those editors who are trying to get out monthly literature are making dull magazines, which will get yet more dull.

"It is not the magazine that ought to produce literature, but the book. No magazine issue of March should have anything in it that could with equal propriety be printed in April or in May. In so far as an editor transgresses this principle, just so far does he go outside his true attributes as the ideal editor.

"Men are divided everywhere into two classes. They live in

two houses—the house of 'do' and the house of 'don't.' It is for the former that the American magazine must be written. The latter, who spend their time wailing about the faults of their home land and crying that this Republic is all wickedness, do not deserve magazines. A man who does not believe up and down in this great American spirit, in democratic institutions, and the eternal development of them under American rule, ought to be hanged if he tries to edit a magazine. His magazine isn't worth having, if you can't read such a spirit between all the lines.

"Another thing—the American magazine must be well made. The public has long ago tired of cheap printing. That may do very well for the peasantry of the British empire, but it doesn't go here.

"Keep your matter close to human nature. That is what you ought to do, and that very necessity leads to the most puzzling dilemma. There is not a subject under the sun but what can be made interesting if you have a writer who can see it from the right point of view. Get the right man. Ah! That is easier said than done."—*New York Times*.

WELL KNOWN AD ILLUSTRATED.
SAPOLIO.



BACK FROM THE STORE.

ADVERTISERS PROVE CIRCULATION!

... The ...

Minneapolis Journal

BEATS THEM ALL IN THE NORTHWEST

in Amount of Advertising Carried in April, 1901.

HERE ARE THE FIGURES.

MEASUREMENT FOR APRIL, 1901.

	Columns.
Minneapolis Journal —Evening—26 issues,	1,243
Minneapolis Tribune —Evening—26 issues and 4 Sundays,	1,147
Minneapolis Times —Morning—26 issues and 4 Sundays,	1,019

You see the JOURNAL carried more advertising in 26 issues than the other dailies did in 30 issues. It also leads all the papers of the Northwest in classified advertising. The JOURNAL's circulation is not made up of the morning, noon and afternoon editions and street sales; but almost its entire circulation is its 5 o'clock edition, which is delivered to the homes.

That is why advertisers get returns.

FOREIGN ADVERTISING DEPARTMENT.

C. J. BILLSON, Manager.

New York Office, 86, 87, 88 Tribune Building.
Chicago Office, 307 & 308 Stock Exchange Building.

THE LARGE MAIL ORDER
BUSINESS OF W. ATLEE
BURPEE & CO.

"Which do you consider the most profitable papers for your business?" Mr. Burpee was asked.

"High grade agricultural papers, a few of the religious weeklies, of large circulation, and the leading monthlies," Mr. Burpee replied. "We do not use the distinctively mail order mediums that circulate by free sample copies, or at the nominal price of twenty-five cents per year. We have tried these in previous years to a small extent, but this was sufficient to show us that, even if the papers cost us nothing, we could not afford to respond with our catalogues to the cheap class of names that these papers brought forth. One year we traced many postal cards, written by children from the lowest sections of New York City, who could not possibly have any use for seeds, and whose applications were made for the sake of the 'pretty picture book.'"

"Your catalogues cost you some money, do they not, Mr. Burpee?"

"Yes, we go in for attractive covers, and the pictures of flowers, fruits and vegetables are lithographed in their natural colors."

Mr. Burpee brought out from his desk four neat books 6x9 inches in size.

"Your advertisements run only in season, do they not?"

"Yes, they are practically confined to the months of January, February, March and April."

"In which part of the country is your business the heaviest?" was the next question.

"In proportion to population," Mr. Burpee replied, "we have found all sections of the country to be nearly equal in the amount of business they send us. Our heaviest trade is, of course, in Pennsylvania, New York, Ohio and Illinois."

"Do you key your ads?"

"No, we do not. For many years we have tried to impress upon the public the fact that 'Burpee, Philadelphia,' was sufficient address to reach us safely."

"Do you think the prestige such

an impression creates is equal to the money you may have lost in mediums, which you could have dropped from your list in case you knew they were not paying?"

"I do not know," Mr. Burpee replied.

"This is, I suppose, your busy season, Mr. Burpee?"

"Yes, at the present time we employ about one hundred and fifty people in our seed warehouse. Twenty-five years ago there were not over four or five. Were the business to-day conducted on the same plan as then, the number of employees required would be at least six hundred. Then, nearly everything was weighed out or measured, only the packets being done up. Now, millions of packages are prepared and sealed months in advance of the season."

"Your mail is, I suppose, very heavy?"

"Yes, during the busy season it runs from 2,000 to 4,000 letters daily. It has been known to reach 6,000 letters a day."

"Your business is, I suppose, entirely in mail orders?"

"Entirely. Several years ago we discarded the use of travelers, even for wholesale. The money saved we have put into advertising and catalogues. We have a large office force and every inquiry and order is given instant attention.

"I attribute my success," he said, "to satisfied customers. They stay with our house year in and year out. A man may make a good profit on wooden nutmegs, but his customers are not apt to patronize him a second time."

"Honest seeds at a fair profit, insuring duplicate orders and the retention of old customers, have been the foundation of my success."—*Mail Order Journal*.

ANOTHER VIEW.

The heartless youths who spend their time criticising the work of the advertising man never think of the fact that the ad man often has to do what his employer wants him to do—not what he wants to do. But, then, they are not supposed to think.—*Current Advertising*.

ADJECTIVES kill more ads than they vitalize.

A TEST Advertisement

One of the leading proprietary companies in testing the merits of **Pittsburg Newspapers** advised the publishers of

The Pittsburg Press

that the Press had brought *as many answers from one insertion* as any other Pittsburg paper had in two insertions. At the

New Rate the advertisers get more for their money than in any other paper in the country.

C. J. BILLSON, Mgr. Foreign Adv. Dept.

**Tribune Building & NEW YORK
Stock Exchange Bldg., CHICAGO**

POINTERS FOR SOLICITORS.

When you call on an advertiser to get business for your paper, slap him familiarly on the back and treat him like an old friend. Tell him he cannot get along without your paper, and do not recall to him that there are only a few more than 20,000 others in the United States.

If arguments do not have any effect, invite the advertiser—manager or agent—out for a drink. This is often effective.

Send the advertiser a present for Christmas; this is not intended as a bribe, and merely shows your benevolent qualities.

Always remain as long as possible in the advertiser's office; time is not of any value to an advertiser, as all he does is to send copy out once in a while.

Always knock any rival paper in your line and field; knocking is easy—much more so than showing up facts.

If gentle hints are given you to the effect that your presence is no longer desirable, and you have not yet obtained an order, do not pay any attention to them.

Do not take the trouble of committing to memory the main points about your paper, circulation, rates, field and so forth, as all that is necessary is to give its name, and the gentle advertiser will know the rest. This is true even if your paper be but the Podunk Poser.

If the advertiser says he is not using your section of the country at the time, tell him he does not know what he is missing.

Always preserve a quiet, mild air until the advertiser becomes sharp with his answers, and then be twice as mild.

If the advertiser refuses you on several consecutive occasions, keep on bothering him—you may get the business.

Never presume that the advertiser knows anything of the country which he wishes to cover or advertise in, but if he does not happen to wish to use your paper, tell him he is wrong, and try to show him that he does not know what he is about.—*Advisor.*

THAT GAINSBOROUGH ADVERTISING.

The story that J. Pierpont Morgan has bought the Gainsborough portrait of the Duchess of Devonshire is likely to cause a ripple of mirth among those who know Mr. Morgan. The natural query among them is as to how long it would have taken Mr. Agnew to have sold this picture to Mr. Morgan if it had not been for the advertising it has received. There is no man registered in the census of New York City who is more pleased with advertising than Mr. Morgan, and he does not mind paying for it. According to those who know him, he would not be able to distinguish a Gainsborough portrait from a *Fliegende Blätter* cartoon unless properly coached, but in this case he knows it is right in making his purchase. It may be true the picture is not a Gainsborough; that it is not a likeness of the Duchess of Devonshire, and that it was painted by an obscure painter to perpetuate the beauties of a Miss Maginnis. These things be of small weight with Mr. Morgan. For days the alleged Gainsborough has been the topic of general comment. It has a history and is well known to the public. These things tell.—*Philadelphia (Pa.) Leader.*

ONE IDEA.

There are very few advertisers who are advertising with any particular point to accomplish—and that's why most of them can't tell whether their advertising is making a point.—*White's Sayings.*

"SPARE the space and spoil the ad."

THE SIXTH PRINTERS' INK SUGAR BOWL.

What is the Sixth Sugar Bowl?

It is a sterling silver Sugar Bowl, made by Tiffany, properly engraved and put into a case befitting its character.

For what is it to be awarded?

It will be awarded by PRINTERS' INK, the Little Schoolmaster in the Art of Advertising, to that trade or class paper which, all things considered, best represents its constituency, thus making it the best of all the trade or class papers.

Why is it called the Sixth Sugar Bowl?

Because five bowls have already been awarded to the newspapers in various sections of the country that best represented the regions in which they circulated. The Sixth is for the best trade paper.

Who can compete?

Every trade paper that thinks or asserts that it has a fair chance to win.

When does the competition close?

That has not been decided, but the date may be an early one. The earlier points of excellence are set up and sent in, the less the chance there will be of losing the prize by procrastination.

ADVERTISING SHEETS.

The course adopted by the Business Men's Association of Bridgeport, Conn., in drawing the line against so-called fair sheets and society programmes as advertising mediums is illustrative of the change which is taking place in this quarter. So long as the number of these enterprises was limited, the merchants were willing to tolerate the mediums, even if they could not regard the expenditure as strictly in line with judicious advertising. But when the demands for patronage increased, as a result of the flooding of the field with sheets and programmes whenever a fair was held, a picnic was planned for, or a dance was projected, under the auspices of this, that or the other organization, the necessity of self-protection was brought home with more or less force.

Again, one striking feature that tended to solidify sentiment against recognition of these transient publications was the identification of outside solicitors with the business. For instance, organizations and societies would be waited upon by so-called advertising solicitors, with a proposition looking to the issuance of an ad sheet in conjunction with entertainments to be given under the auspices of the body. All that these solicitors desired were credentials from an organization, and they would "attend to the rest." By lending their sanction to the issuance of advertising sheets, the associations, it was explained, could be assured of a percentage of the receipts. As the solicitors would do all the work, the gain to the body, it was generally explained, would be very much like "picking up money in the street." Naturally enough, the bait was quite generally swallowed. The sheets multiplied, merchants were persistently drummed, hints were advanced that it would be money in the dealer's pocket to purchase space, and not infrequently there was the impudent reminder that refusal to patronize the sheets would be regarded as an intimation that the merchant "did not

care for the good will of members" of the organization for whose ostensible benefit the "paper" was to be issued. As can readily be appreciated, when advertising sheets were sanctioned under such conditions, the organization secured a slight bonus, the job printer—oftentimes an out-of-town firm or individual—secured a small slice, while the lion's share went to the solicitors. Officials of organizations could not, as a matter of course, know all that was going on when these solicitors were at work, and thus they became innocent indorsers of practices that were not dreamed of when the original arrangements were entered into.—*Salem (Mass.) News.*

ADVERTISING IN TRADE JOURNALS.

Within the last few months leading publications like the *New York Journal*, *New York Sun*, *Chicago Record-Herald*, *Chicago Chronicle*, *Seattle Times* and others have been using considerable space in leading trade publications. Managers of daily newspapers are beginning to realize that the best and quickest way of reaching advertisers is through the trade journals which they read.—*Advisor.*

MONMOUTH'S BIG FOUR.

Monmouth County, New Jersey, is a rich advertising field. Its population is 82,057, and the last bank statement showed \$6,341,537.36 on deposit in the county.

Monmouth's Big Four cover Monmouth County thoroughly. Here are the papers and figures:

Asbury Park Press.....	Circulation, 2,800
Freehold Transcript....	Circulation, 3,480
Long Branch Record....	Circulation, 2,613
Red Bank Register.....	Circulation, 2,825

Total circulation..... 11,718

These papers enable an advertiser to tell his story directly to almost every family in Monmouth County that takes any paper at all.

Advertisements will be inserted in all four papers for 80 cents an inch.

You can make your contract for the whole list; with any one of the papers or through any reliable advertising agent.

THE ADVERTISING GLACIER.

In a recent issue of *Shoe and Leather Facts* (Philadelphia) Mr. Charles Austin Bates gives expression to the following interesting paragraphs concerning the psychological principles upon which advertising is based:

Somewhere on some monument, or arch, or other memorial, is inscribed: "Not the last stroke, but every stroke brings victory."

Let's paraphrase it:

Not the first ad, but every ad brings publicity.

Not the first ad—not the last ad—not any one ad in between.

No one particular ad of your series can be so good that it can do all of your work. No one ad can be so bad that it will do the other thing.

Each bad ad lowers the effect of your work. Each good ad raises that effect.

But publicity is the result of adding ad to ad until you build up in the public mind a certain set of beliefs about your article.

One insertion of the biggest, the strongest, the most irresistible ad never did this, and never will.

Advertising success depends upon certain principles of human nature. One of these is that the mind of a crowd moves slower than that of an individual.

Public opinion is like a glacier moving down the mountain side. It moves very slowly but with irresistible force. It would take a tremendous amount of energy to switch that glacier into another path. Once in that path, however, it will proceed with the same ponderous, inevitable, irresistible movement.

So with the public mind.

Intelligent advertising will gradually shift it into a new channel. Once in that channel, it will move with the same irresistible momentum as it did in the old one, but it is going to take a strong, unremitting, unceasing effort to move it in the first place.

Suppose you want the public to think soap. It has been thinking soap for years, but not your soap. Mention soap in a crowd and most

people will think of Pears', Ivory or some brand that has been persistently advertised for years.

They won't think Sud's Soap at all. They have never heard of it.

Now it's very easily and chemically possible that Sud's Soap may be just as good as Pears' or Ivory. Yet it lacks one thing possessed by both Pears' and Ivory and some other soaps.

That thing is publicity.

And yet, with an equally good soap and a sufficiently large advertising appropriation, you can make the name of Sud's in connection with soap as immortal as Pears' or Ivory.

This principle applies to either a new or an old object. It applies to every-day household articles, such as sheets and pillow-cases, soaps, clothing, bicycles, carriages or pianos.

It applies equally well to a new invention, something that has never appeared before, or been used before, or a new substitute for an old article as, for instance, a ball-bearing castor.

Whatever your object—whether it is to add another to a list of articles already known, or to advertise an entirely new idea, or a new invention, or a new process—you can set the public mind running in your channel by advertising wisely and well.

WANT AD ILLUSTRATED.



"A LIGHT OUTDOOR BUSINESS."

Why
every advertiser
should read
Printers' Ink.

EVEN the most experienced advertiser never gets to a state of absolute perfection. He knows the past and thinks he knows the present. For the future, and to perfect the present, he needs inspiration—mental feeding. The advertisers who really know something are always willing to learn more. To learn more about advertising there is no medium like PRINTERS' INK. It is the highest authority on the science and value of advertising in the world. Its observation, experience and opportunities entitle it to the reputation it has. Its versatile contents are mental food to advertising managers and the application of its teachings and information admits of unlimited possibilities. Every progressive advertiser **does** read PRINTERS' INK. \$5 per year for 52 weekly copies, issued every Wednesday. Sample copies, 10 cents.

GEO. P. ROWELL & CO.,
Publishers,
10 Spruce St., **New York.**

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Subscription price, Five Dollars a year, payable in advance.

GEO. P. ROWELL & CO., Publishers.

PRINTERS' INK is devoted exclusively to the interests of advertisers and is the representative journal of their class. Leads in circulation, influence and character.

PRINTERS' INK discusses in each number topics of interest to advertisers—plans, methods, buying of space, as well as the writing of good advertising.

PRINTERS' INK illustrates the articles which permit of it with pictures of the advertising, showing exactly how the successful results have been obtained.

PRINTERS' INK glories to separate the wheat from the chaff, to sift through the chaff which is "whole wheat," and matter which can be adapted to his business with a profit.

PRINTERS' INK has a department of Criticism, which tells what kind of advertising is good, some plain and how to improve any kind of advertising matter used by the merchant. PRINTERS' INK has a department called "Store Management," telling the methods to be used in handling the trade created by advertising. PRINTERS' INK has a department of "Ready-Made Advertisements," suitable for the merchant, "who is too busy" or is unable to prepare for himself the kind of advertising he would like to use.

ADDRESS :

Printers' Ink, 10 Spruce St., New York.

PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*GEO. P. ROWELL & CO., Publishers,
10 Spruce Street, New York.

Gentlemen:—

Herewith please find check
Dollars (\$5) in payment for one year's subscription
to Printers' Ink from issue of

to _____ 19

To be sent to the following address:

I 9 _____
WRITE NAME AND ADDRESS PLAINLY.

TO SECURE ADWRITING.

One day, Miss Brown found herself no longer in the position of advertisement writer for the firm of Vorst & Co. Feeling strongly that the trade of admaking might be made profitable, if industriously and intelligently practiced, she wrote to a master advertisement writer, with whom she had some acquaintance, asking what, in his estimation, was the quickest and best method of obtaining work of this kind. This, in substance, was the kindly, vigorous reply he sent her; and as it is sound and logical advice from an excellent authority, it will be worth perusal by ambitious young advertisement writers.

"The only way to get work of this kind is to go after it," he writes. "A successful advertising writer needs good legs as well as a good style.

"Watch the papers, and when you see an ad that you think you can improve, see the advertiser. Find out first if the advertiser has a man regularly employed to do his work. If he has, apologize as gracefully as you can and apparently give the matter up; nevertheless getting in the gist of your errand; that you can improve on the work. Do not be discouraged if the first twenty people you call upon say 'No.' Keep on walking and keep your eyes open all the time for new stores opening and for little firms who might advertise, but do not. If you persevere in this, you are sure in time to

strike enough people who are glad to try you, to keep you busy.

"The best people you can strike are what you might call 'the big little fellows,' that is, firms of good standing with plenty of money, but with no regular advertising policy. The head of such a concern generally considers advertising a nuisance, and is anxious to get rid of the work.

"And one word more, and the most important when you get a job to do, don't go away with the idea that your literary style will necessarily give a successful advertisement. Any one can write a smoothly worded advertisement, but first, last and all the time it is necessary that you know the goods thoroughly and the tastes and fancies of the people to whom you hope to sell them. So whatever it is you are called upon to advertise, study it and know it in all its advantages and merits before you put pen to paper."

These instructions are what might figuratively be called the stepping stones that pave the steep and rugged path that leads to the broad highway of successful advertisement writing. To follow them conscientiously involves much physical fatigue and many disappointments; but the earnest aspirant to fame and prosperity fears neither.—*Frances A. Schneider, in Fame.*

♦♦♦

OUT OF DATE.

Twenty-five years ago a big mail order trade was done on a patented key that would wind any watch. Now that key-winding watches are rarely sold, this article is indeed out of date.—*Our Silent Partner.*

No other city in country can be so completely covered by one newspaper as is Washington by the *Evening Star*.

It completely covers its field.

M. LEE STARKE, Representative,

Tribune Building,
NEW YORK.

Boyce Building,
CHICAGO.

BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions appear. There are many of them, and some of them are very good.

THE prices are mere skeletons.

HERE's a rousing season opener.

COSTS no more than the common kind.

THE better known the more approved.

WHATEVER we ought to have is here.

ONLY one thing is cheapened—the prices.

PROFITABLE picking for prudent purchasers.

YOU get just what we tell you, or money back.

NEW arrivals promise even better values than ever.

SURPRISING values greet you at every turn in our store.

CROWDS—crowds, always. Prices like these bring them.

EVERY fancy of prevailing fashion is to be seen in this exhibit.

OUR desire to clear stock has caused us to close an eye to price.

WE ask in your own interest that you see these before you buy.

EVERY worthy cloth; every wanted style. Union made—best made.

WE are content with small profits; our prices are our inducement.

OUR one aim is to furnish strictly high grade goods at reasonable cost.

THERE's a prosperous air to the Knox hat that makes prosperous looking men.

THEY'd be \$20—if some stores had the selling of them. But it's not our way.

MADE for particular trade, not thrown together by bunglers in a cheapened way.

WISH we owned the newspapers, so that we could tell you the whole waist story.

FANCY shirts as smart as they make 'em, and fancy hose as smart as the shirts.

THIS will be the brightest, snappiest and most up to date department store in B—.

WHEN you see these elegant garments you will be as enthusiastic over them as we are.

THE hats we sell have to toe the same mark of goodness that our clothing does.

BECAUSE our hats happen to be in the rear of the store, 'tis no sign they're back numbers.

RESULTS are more eloquent than promises. May we show you what we have done for others?

REMEMBER that never under any circumstances do we sacrifice quality in order to quote a little price.

THERE'S a wide gap between the last snow flakes and the first roses, and within that gap there is much cold and grip. The lightweight overcoat is thus

an indispensable garment for this climate.

YOUR patronage is very gratifying to us, and has encouraged our buyers to greater efforts in your behalf.

"THE store of the town." We didn't invent this phrase, but we are proud to accept and adopt it, because it is true of this store.

A REAL pleasure in trading here is that we supply every need in boys' wearables. No time wasted in running from place to place.

THE ever increasing volume of sales is brought about by our ability to make better offers to our customers than are generally being made.

CLOSE scrutiny bestowed on the cuts produced by us will only serve to better disclose the tone, beauty, depth and perfect finish which they possess.

IF somebody slipped \$5 into your pocket you would consider it a kindly act. This is practically what we are doing when we offer such reductions.

FORGET the marked price and examining them as \$20 suits. "Up to the standard," you'll say. Cloth, style, fit, workmanship—not a penny behind a good \$20 value.

THE Washington School for Boys is a high-priced school; it charges \$1,000 a year, because its equipment and the care and attention given its pupils can not be furnished for less. That parents are willing to pay this sum would seem to prove that they receive full value for their money.

THE cheapest way for us to advertise is to have the whole family eat Wheatena for breakfast at our expense. Send us four cents in stamps to help pay postage, and we will provide all the rest. You will then know about the most healthful, delicious and cheapest cereal, pound for pound, on the market. Provides more nutriment for the money than any other cereal in the world.

THE founder of the house of Dunlap & Co. many years ago established a standard. Year after year, through thick and thin, he persisted. Success crowned his efforts. To-day the sales of the Dunlap hat exceed the combined sales of all its rivals. Why this popularity? Because the Dunlap, from every point of view, is the most satisfactory hat on the market. The best lustre, the best materials and the best workmanship have found favor with the best dressed men.

WE allow no Oriental mystery of any kind to influence our buying or selling these products of the far East. Our buyer, is an expert and insists on knowing the reasons why before ordering. Simply because they are Orientals is no proof that they are worthy of your notice, and if they are not right they never gain entrance here. The old way, or perhaps we might better say, the regular high-profit way, of selling Oriental rugs finds no favor with us; they take their place in our store in no different manner from any other merchandise, and are priced as we price every thing else. As reasonably as reliable goods can be sold.

The

Newark Sunday News

ESTABLISHED FEBRUARY 24, 1901.

is on a par with The

Newark Evening News

It is the best Sunday paper published in New Jersey.

Advertisers now cover Newark and suburbs seven days a week, thoroughly and with one paper.

The Daily Sales of the The

Newark Evening News

now over

47,000

EVENING NEWS PUBLISHING CO., 215-217 Market St., Newark, N. J.

R. F. R. HUNTSMAN, New York Representative, St. Paul Bidg., 220 Broadway
CHAS. J. BILLSON, Special Adv. Agent, Stock Exchange Building, Chicago, Ill.

W. H. DAGGETT, 227 Washington St., Boston, Mass.
LOUIS M. PORTER, Sp'l Adv. Agt., 222 Strand, Outer Temple, W.C., London, Eng.

REPUTATION IN TRADE.

Consul Fleming, at Edinburgh, writes to the State department under date of November 19, regarding American reputation in trade. He says:

"Generally speaking, it is considered in Scottish communities that to say an article is American is to commend it. It is worth noting, as an illustration, that a recent issue of a British trade journal contained a paragraph to the effect that a Scotchman who had invented a mechanical device complained to a friend that he could not dispose of it, although it was an excellent thing, whereupon the other ingenious Scotchman advised him to advertise it as 'the latest American invention,' which he did, effecting a sale in a short time and at a good profit. I don't vouch for something quite as much to the point, as follows:

"In the Edinburgh directory for 1900 appeared the company name and business designation, 'Smith & Wellstood, Limited, American Stove Manufacturers, General Iron Founders, etc.' They have offices and warehouses in this city and extensive works at Bonnybridge, Stirlingshire. The foundry is called the Columbian Stove Works, and the stoves are principally advertised in Edinburgh and elsewhere by Smith & Wellstood, Limited, as American heating stoves and American cooking stoves. I have seen some of the stoves, both heating and cooking, and can testify that they are faithful copies of American designs.

"Another bit of evidence of the high reputation of the American name attached to manufacturers came to my notice last week. Among the placards in the windows of the leading stationery store in this city is one which reads, 'Real American Playing Cards,' the word 'real' being underlined. Any comment upon this placard would be superfluous."—*Fame*.

RAILROAD LITERATURE.

If there is anything in "literature" more interesting than the advertising pages of our monthly magazines, it is to be found in the folders issued by our great railroad systems. Able men receive handsome salaries for getting together interesting matter concerning lines of travel, and large sums are appropriated annually for its publication. In former years—and not so frightfully former at that—railroad literature was all fake and fudge. It was a species of yellow journalism, based upon a nearly straight black line between cities, indicating to travelers that there was no road in existence besides "this" road. Such maps still amuse. Railroads never advertise rivals. If parallel lines extend from New York to Chicago, the uninitiated will never discover the fact by examining the map of either, for all evidence of competition is rigidly suppressed.—*New York Press*.

THERE ARE OTHERS.

Editor—No, I don't want your trashy old poem.

Poet—Well, you needn't get so uppish about it. You're not the only one that doesn't want it!—*Akron (Ohio) Democrat*.

SOME PHASES.

You have often gone into a drug store to buy some ordinary medicine—castor oil, sweet spirits of nitre, or what not. Have you ever noticed that after he has filled the bottle which you have taken to him, even though it should bear a label correctly stating the contents, if it had been put on by another druggist, he will carefully scrape or wash off the old label, and put on a fresh one bearing his own name and address, with a word or two to tell what his business is. Next time you want that bottle refilled, you are apt to take it to the druggist whose name is on the label, if he is within easy walking distance. You seldom find the druggist selling you quinine pills or lithia tablets with the manufacturer's name on the label. If he did, you might go into some other drug store and see if you could not get the same thing a little cheaper. He just has the wholesale druggist who supplies him put up these things with his own private label on them, and the average customer takes it for granted that they are made by Mr. Druggist himself.—*Painters' Magazine*.

QUESTION COLUMN.

Instituted for the purpose of disseminating information among the readers of PRINTERS' INK.

One man is anxious to buy certain things, but does not know where. His query is printed in this column.

Manufacturers and others who can supply the desired articles should address PRINTERS' INK, 10 Spruce street, New York, promptly, so that buyer and seller may be brought into communication.

No charge to either party for the service rendered.

Always use inquiry number when answering.

8. —WHERE can we get a list of nose and throat specialists?
9. —WHERE can we get a list of the surgical supply houses in the United States.
10. —WANT stock cuts for clothing, hats, shoes, furnishings and ladies' garments.

Apply to Standard Engraving Co., 61 Ann St., New York; Barnes, Crosby Co., Chicago, Ill.; Standard Engraving Co., Philadelphia, Pa., and other engraving and printing companies as advertised in PRINTERS' INK.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

THE RECORD, Greenville, Ky. A vigorous 3-year-old; low rates; splendid service.

A DS for the DEMOCRAT, Greenup, Ky. Average circulation 6 mos., 1,908 copies weekly.

WANTED—Press work at from 25¢. to 50¢. per thousand impressions, according to size of form. GEM CITY, Ft. Madison, Iowa.

WILL invest \$2,000 with services in reliable newspaper, magazine, or publishing house, A. P. COX, 90 Jeromeon St., Brooklyn, N. Y.

A PRACTICAL PRINTER, excellent business and executive ability, desires position as foreman or superintendent. "A," this office.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

PUBLICATIONS that want illustrations or complete pages to write LAURENCE ELKUS, 150 Nassau St., New York, telling the subjects and sizes wanted.

WHAT live daily wants a first-class, experienced advertising manager with the ideas that will bring business to the limit of the field? "X," Printers' Ink.

WANTED—Select advertising for WALKER CO., BAPTIST—3 columns, 8 pages. Organ bug Baptist association. Send for sample copy and rates. S. KENNEDY, Oakman, Ala.

PUBLISHERS' COMMERCIAL UNION: a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

A DWRITER wanted by a leading technical journal; should have experience in advertising and some knowledge of mechanics. Address at once, with qualifications, "W. D." Printers' Ink.

WE want an experienced subscription agent in every city who knows how to handle canvassers. State experience and send references. CHRISTIAN REVIEW, Subscription Department, Kalamazoo, Mich.

A DVERTISMENT writer and newspaper man, who has served from the bottom up and who understands the dry goods business, wants to do the advertising for a pushing department store. "RESULTS," Printers' Ink.

A DVERTISING MAN wants position. At present employed as writer and editor of house publication in large advertising agency. Knowledge of foreign languages and thorough business training. "E. P." Printers' Ink.

OVER 500 newspaper men are registered with Fernald's Newspaper Men's Exchange. Over 85 per cent are already in positions, but seeking advancement. Our aim is the right man in the right place. 15 Cedar St., Springfield, Mass.

ORDERS for 5-line advertisements: 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

A DWRITER WANTED for manufacturing concern. Must also be good correspondent. Must be experienced and well educated, with A1 references. Fair salary to start; steady position and advance to right man. "MANUFACTURER," care Printers' Ink.

WANTED—Publishers to insert 1 to 6-inch ad for one year if satisfactory. Terms: Order on treasurer for payment quarterly out of first earnings of an Investment Co. Orders given in order of your offer to accept this offer. Write JOSEPH CLARK, Welsh, La.

I WANT A JOB. I am a first-class printer, an experienced manufacturer, and an expert proofreader. Now fill the dual position of proofreader and adwriter for the largest printing and lithographing house in the South. Have executive ability, and am a business builder. Address "H. A. L." Printers' Ink.

15,000 ORIGINAL ads and cuts; fifty new ones every week; largest line in the world; all businesses. Prices greatly reduced. If you write ads we can save you work and worry. Write to your business stationery for particulars and proofs. HARPER ILLUSTRATING & INDICATE, Columbus, C.

YOUNG man wanted possessing artistic ability in drawing strong, forceful sketches, suitable advertising illustrations. Must have the faculty to grasp given ideas correctly and be able to produce them with pen and ink. State age, education, experience if any, and salary wanted. Sketches, possibly from actual life, or other must accompany application. Please address "ILLUSTRATOR," care P. O. Box 672, New York City.

MAILING MACHINES.

GET the best, the Matchless, of REV. A. DICK, 43 Ferguson Ave., Buffalo, N. Y.

SITUATIONS WANTED.

PROOFREADER, Greek, Latin, French, English. References. BOX 301, Albion, Ill.

ELECTROTYPE.

ELECTROTYPEs of illustrations for sale by LAURENCE ELKUS, 150 Nassau St., N. Y.

COLOR PLATE MAKER.

FREDK KIRSTEN, 170 Fulton St., N. Y., expert in making color plates for printing in books, catalogues, labels or newspapers.

ENGRAVING.

WE will give you better work at a lower price. Try us and see. MANHATTAN PHOTO-ENGRAVING CO., 7 New Chambers St., N. Y.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. BURK MANUFACTURING CO., 614 Park Row Bldg., N. Y.

ELECTROTYPE AND STEREOPTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 595 Broadway, N. Y.

ADVERTISING DESIGNS.

ORIGINAL IDEAS. The best equipped art department. GILL ENGRAVING CO., 140 Fifth Ave., New York.

PRINTERS' MATERIAL.

MODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts.

Quality above price. From a cylinder to a bodkin furnished. CONNER, FENDLER & CO., N. Y. CITY.

IMPOSING STONES.

IMPOSING Stones, best quality Pennsylvania slate, imposing stones. Any size stone made to order. Write for prices. JOHN H. P. KEAT, Pen Argyl, Pa.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

ADVERTISING AGENTS.

A DVERTISERS sighing for new worlds to conquer can be directed to fields of easy victory by establishing a line of communication with me. EUGENE HOUGH, Newton, Mass.

DON'T advertise for salesmen or agents until you get our lists of leading "want" ad papers. Sent free. HUNTERFORD & DARRELL ADV. AGENCY, Washington, D. C.

TO LET.

TO LET: White Mountains—Gentleman's residence to let to an approved tenant for the season of 1901; most attractive situation, within reach of the Waumbek Golf Links; fully furnished; three bathrooms; copious water supply; six fireplaces; three sitting rooms; 11 bedrooms; five-chimneyed parlor; stabling for six horses; excellent grounds. For further particulars address owner, 140, P. ROWELL, Irvington on Hudson, N. Y., or No. 10 Spruce St., N. Y. City.

ILLUSTRATORS AND ILLUSTRATIONS.

A LL subjects except advertising, all sizes, 10 cents an inch. Proofs mailed from a big stock. L. ELKUS, 150 Nassau Street, New York.

ADVERTISING INSTRUCTION.

"YOUR method of coaching business men in advertising has doubled my earning capacity." —W. E. Hart, President Kansas Association of Accountants, Emporia, Kan. Prospectus and terms free.

E. ST. ELMO LEWIS, 518 Walnut St., Phila.

HELP WANTED, MALE.

YOUNG men, learn illustrating, advertisement writing, bookkeeping, stenography, or journalism by mail. Tuition payable 60 days after securing position paying \$15 weekly. Mention course in which interested. CORRESPONDENCE INSTITUTE OF AMERICA, Scranton, Pa.

MAIL ORDER.

START a mail order branch to your business. It matters not whether you be the publisher of a newspaper, a member, druggist, storekeeper, or any other trade. Great opportunity is now open. Send ten cents stamp for brochure of mail-order money making system. Your money returned if you don't get many times the value of a dime. SAWYER PUB. CO., 525 B, Temple Court, New York City.

ADDRESSES.

1,000 NAMES and addresses of prosperous farmers, 90 cents. DON H. WIMMER, Minden, Neb.

WHAT have you for late letters? Send samples and terms. Address THE WELCOME GUEST, Portland, Me.

1,000 ADDRESSES North Georgia farmers, \$3, cash with order. POST PRINTING CO., Blue Ridge, Ga.

BOYD'S CITY DESPATCH, Addressing, Mailing and Delivery Agency, 16 Beekman St., New York. Established over half a century. Special lists in any classification of m't'r's, jobbers, retailers, supply houses, residents, professions, individuals in any part of world. Write for catalogue.

MISCELLANEOUS.

44 MONEY making secrets and a year's sub. for 25c. THE NEW CENTURY, Waterville, Me.

WILL exchange space with weeklies and mail-order papers. INDEPENDENT, Grant, Mich.

THE COUNTRY WEEKLY—How to make it profitable. Series of ten letters, to be issued beginning about July 1. New ideas that bring success. Write for explanatory circular. Address CARL BRAYFIELD, Charlesstown, Ind.

MORPHINE, opium, laudanum, cocaine and liquor habits permanently and painlessly cured at home. No detention from business; no inconvenience; action immediately; leaves system of patient in natural, healthy condition, without desire for drugs. Cure guaranteed for \$10. Write for particulars. DR. LONG CO., Atlanta, Ga. Reference: Capital City National Bank, Atlanta.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

WE will give you better work at a lower price. Try us and see. MANHATTAN PHOTO-ENGRAVING CO., 7 New Chambers St., N. Y.

FULTON ENGRAVING CO. Designing and engraving by all modern methods. Correspondence solicited. 130 Fulton St., New York City.

81 FOR 3rd HALF-TONE, from good copy. Line cuts for less. Better for more. Anything you want. STANDARD ENGRAVING CO., INC., PHILADELPHIA.

THE finest engraving plant in the world. Our half-tone plates are known everywhere as the best. GILL ENGRAVING CO., 140 Fifth Ave., New York.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

BUSINESS OPPORTUNITIES.

ADVERTISE your business by publishing a newspaper of your own on an economical plan. Send for full particulars. J. HARTLEY, 15 Vandewater St., New York.

DISTRIBUTING.

WRITE SOUTHERN ADVERTISING COMPANY, Norfolk, Va., about mailing circulars to prosperous truck farmers who always have money to spend. New limited and guaranteed system.

PRICE LIST FOR JOB PRINTERS.

RAMALEY'S PRICE LIST FOR JOB PRINTERS—fifth edition: single copies 75 cents; two for \$1. The best and cheapest estimator that any printer can employ. RAMALEY PUBLISHING CO., St. Paul, Minn.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturers and wholesale dealers in jewelry and kindred lines. 700-p. ill'd list price catalogue free. S. P. MYERS CO., 43-50-52 Malden Lane, N. Y.

SUPPLIES.

GAUGE PINS, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 17 Spruce St., New York. Special prices to cash buyers.

PAPER.

ALL kinds of paper, all degrees of quality. Every weight, color and finish. No matter what you are going to print, before you select the paper, write to us and mention what you want. We can be of great assistance to you. We have everything in the paper line and the price is right. BASSETT & SUTPHIN, 45 Beekman St., New York.

ADDRESSING MACHINES.

HERE are many so-called addressing machines on the market, but remember that Wallace & Co.'s is the only one in general use among the large publishers throughout the country, such as *Printers' Ink*, *Cosmopolitan Magazine* Co., *Butterick Pub. Co.*, *Comfort*, of Augusta, Me., and many others. Send for circulars. WALLACE & CO., 10 Warren St., N. Y.

ADDRESSING.

"I LIST O' TRADES," revised up to date, contains a classified list of all the distinctive trades and professions in the U. S. together with the number of names in each list. These lists we prepare from the most reliable sources. We want to communicate with firms who intend circularizing. We have uncanceled facilities for addressing. Write us about it. F. D. BELKNAP, 290 Broadway, New York.

PRINTERS.

1,000 MAIL-ORDER Circulants on good paper \$1.30. DON H. WIMMER, Minden, Neb.

HALF-TONE and color work, catalogues, etc. Nothing but high class work solicited. THE RICHARDSON PRESS, 159 William St., N. Y.

WHEN you need office stationery send sample of what you are now using and let me quote prices. It will cost you nothing and will probably save you many dollars. High grade work at low grade prices. WILCOX, THE PRINTER, Milford, New York.

JOB PRINTING—5,000 circulars, size 5½x8½, \$3.30; 5,000 statements, \$2.75; 5,000 noteheads, \$4.90; 5,000 envelopes, size 6, \$4; other printing usually low. Good work, prompt attention. Send for samples. CHARLES S. DAY, Box 70, New Market, N. J.

LINOTYPE EQUIPMENT.

METAL Furnaces, Slug Cutters, Saw Tables, Ingot Moulds, Beveled Col. Rul's. Send for cat. F. WESEL, MFG. CO., 82 Fulton St., N. Y.

BILLPOSTING AND DISTRIBUTING.

BILLPOSTING, distributing and advertising bulletin signs. Contracts made for all the conspicuous points of travel in and about Boston and New England States. JOHN DONNELLY & SONS, 7 Knapp St., Boston.

NUMBERING MACHINES.

Nº 12345 New Model No. 27, looks in form like a cut. Price, \$12.50, net. Bates Machine Co., 346 Broadway, New York. Send for circulars. In stock at Am. T. F. Co.'s branches; B. B. & S. and branches; Golding & Co.'s branches; all dealers.

SIGNS, SHOW CARDS.NOVEL, ORIGINAL

Ideal suited for you and all up to date merchants. Write for samples and prices.

L. NATIONAL CRACKOW & CO., 338 Broadway, N. Y. City.

"Our business is creating business for others."

ADVERTISING NOVELTIES.

\$500 IN genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga.

BYCICLES and tricycle wag'n's. Factory to buy er. WRITE ROADSTER SHOPS, Camden, N. J.

THE warmest of all PRINTERS' Ink babies is THE AD-WRITER, St. Louis. Ten cents brings a sample copy. World's Fair City, 1903.

SPECIAL home magazine for department stores, to be presented to customers. Particulars from L. RAYMOND, 150 Nassau St., N. Y.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

FOR SALE.

BOUND FILE of PRINTERS' INK from first number up to date, \$150 cash. JAMES MADISON, P. O. Box 948, N. Y. City.

FOR SALE—a point Thorne typesetting machine in good condition, with or without type. Will sell cheap. "THORNE," Printers' Ink.

FOR SALE—A complete playing card plant, F. printing press, card plates, cutting machines, etc. WM. SUYDAM, 22 Union Square, New York.

\$5,000 BUYS a Democratic weekly in county seat town in California. Will clear purchase price in two years. "D." care Printers' Ink.

FOR SALE—Good weekly newspaper, two presses, in extremely healthy locality. Would trade for larger plant in country seat. Address, WORLD, Eastonville, Colorado.

RAMALEY'S PRICE LIST FOR JOB PRINTERS R—fifth edition; single copies 75 cents; two for \$1. The best and cheapest estimator that any printer can employ. RAMALEY PUBLISHING CO., St. Paul, Minn.

FOR SALE—All or part of two consolidated evening newspapers, established in 1872 and 1876; perfecting press and two linotypes one year old. Exclusive Associated Press franchise, commanding 200,000 population within a radius of twenty-five miles. Mild climate; progressive community. Address "INVESTOR," 940 K St., N. W., Washington, D. C.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

BANKRUPTCY BLANKS.

BANKRUPTCY BLANKS—Wholesale and retail. Uniform U. S. C. forms. Voluntary sets, \$12. LAW REPORTER CO., Washington, D. C. Discounts to trade only.

STEREOTYPE OUTFITS.

COLD Process Stereotyping Outfits, \$14 up. No heating of type. Two easy engraving methods, with material, \$2.50; no etching. Booklets, amples, for stamp. H. KAHERS, 240 E. 33d St., N. Y.

SPECIAL REPRESENTATIVES.

LA COSTE AND MAXWELL, 38 Park Row, New York, telephone 3393 Cortlandt, special representatives for leading daily newspapers.

SPECIAL representatives in Ohio Valley. We will see advertisers, make collections or transact any other legitimate business in Cincinnati and surrounding towns, Louisville, Indianapolis and St. Louis, for any reputable publication. Commission only. Refer to LUNI or Bradstreet. LEO WISE & CO., Cincinnati, O.

BOOKS.

I STILL have a few American Newspaper Directories left at 25c. March, 1901, issue. DON H. WIMMER, Minden, Neb.

JAMES MADISON, the well-known Vaudeville Writer, whose work has been highly endorsed by Tony Pastor, Sam Bernard, Rogers Brothers, Fred Eldridge, etc., has published a volume of later work, entitled "Including Original Parodies, Monologues, Sketches, Afterpieces, Hebrew, Blackface and Irish Jokes, Funny Epitaphs, etc. Price one dollar per copy; worth \$5.00 to any professional or amateur entertainer. Postoffice box 948, New York City.

THREE ADS FOR ONE CENT.

The book of ready-made advertisements which we are selling at one dollar per copy contains over three hundred ads—more than three for a cent. They are all good examples of effective advertising and cover all lines of goods. Can be used as they are or easily adapted to any business. Valuable to the retail merchant and all others interested in advertising. Send for catalog on receipt of price, \$1. GEORGE P. ROWELL & CO., 10 Spruce St., New York.

FIRST COME, FIRST SERVED!

FOR \$2.50.

Any one who advertises in or has dealings with newspapers and periodicals has chance to secure now, at half price, copy of THE AMERICAN NEWSPAPER DIRECTORY for 1900, MARCH ISSUE. A complete catalogue of the Contemporaneous American Periodical Press and the recognized Authority on American Newspaper Statistics; over 1,400 pages; regular price five dollars. A limited number of this edition only is left over the season, and the price is now reduced price. All of the other editions of 1900 have been exhausted within the months of their respective issues. On receipt of \$2.50 the book will be sent free of express charges. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

ADVERTISING MEDIA.

THE CHRONICLE, Princeton, Ky.

THE GOLFER, Boston. Oldest golf publication in America.

THE CHRONICLE, Princeton, Ky., is rated 1,800 weekly in plain figures.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

TO reach mail-order buyers at 10c. line, use AGENTS' GUIDE, Wilmington, Del.

PRINTERS' INK.

50 CENTS gets a 5-line ad in the **AMERICAN PHILATELIST** 5 times. Minden, Neb.

ADVERTISING agents serving their clients honestly, call up **TOILETTES**; estab. 1881.

1 INCH \$1—25,000 circulation guaranteed. **FARM AND HOME**, Homer, Mich.

NEWSS, Tracy City, Tenn., Democratic weekly, only paper in Grundy Co., 800 circulation.

40 WORDS, 5 times, 25 cents, **DAILY ENTERPRISE**, Brockton, Mass. Circulation 6,800.

50 WORDS for 50¢, 10,000 circulation guaranteed. **THE AM. MAGAZINE**, Homer, Mich.

THE SISTER REPUBLICS is the best medium to reach Latin American trade. **F. BRADY** Prop., Denver, Col.

REACH the best Southern farmers by planting **Y**our ads in **FARM AND TRADE**, Nashville, Tenn. Only 10¢ line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 25¢. Ad rate, 10¢ line. Close 24th.

BEFOR buying or selling a farm road **FARM LOANS AND CITY BONDS**, 155 LaSalle St., Chicago, Ill. Sample copy 10 cents; one year, \$1.

PRESS-REPUBLIC, Springfield, O. Leased wire Associated Press report. Sworn circ'n guaranteed by Citizens' Bank to exceed 8,000 daily.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. **WEEKS & CHAPMAN**, publishers, Vian, I. T.

THERE are others, but none so practical and helpful as **THE AD-WRITER**, St. Louis. World's Fair City, 1903. 10 cents brings sample copy; \$1 a year.

IF you wish to reach the bottling trade of this country, advertise in the **AMERICAN CARBONATOR AND BOTTLER**, 67 Liberty St., New York. Established in 1881.

THE GEM CITY, Ft. Madison, Iowa. Sworn average circulation during 1900, 385 daily; 1,227 weekly. Advertising rates: 5¢ per inch daily; 10¢ weekly.

ONLY 50¢ per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

THE SUSSEX STANDARD, Waverly, Va. A "J K L" that pays the general advertiser to patronize, because it's the only special peanut paper. Covers the Virginia Peanut Belt.

BELGIAN hare culture is most profitable pastime. If interested, free sample **BELGIAN HARE** NEWS, Chicago, is very interesting; 10,000 circulation; greatest hare ad. medium.

THE REVIEW, Brady, Neb.—four-page weekly. Only newspaper in eastern Lincoln County, a growing and prosperous farming country. Ad. rates reasonable. Send for sample copies.

THE SENTINEL, North Ontario, Cal., cir. 500, affords splendid adv. facilities. Farmers community, large fruit industry, business lively. Population increasing rapidly, factories building.

Bristol (Fla.) FREE PRESS is a country weekly with a circulation of 300 copies every week; published at Bristol, the county seat of Liberty County and in the center of a very fertile agricultural district.

100,000 PROVEN: 20 cents flat. Special **PATHTINDER** June 1. Will reach every teacher at teachers' institutes. If interested in educational field, this is your chance. **THE PATHTINDER** P. B. CO., Pathinder, D. C.

KEY WEST, Florida. Read and advertise in the **KEY WEST ADVERTISER**, the only newspaper ever published in the most southern point in the U. S. established 18 years, \$4 a full page. Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

APROPOSITION—Send your copy for any sized advertisement in the **AMERICAN PHILATELIST** at 2¢ a line and pay for it one month after the issue that has your ad in it. **AMERICAN PHILATELIST** 4,000. Mail-Order and Medicine ads pay **AM. P. B. CO.**, Minden, Neb.

TO reach mail order buyers, try **PENNY MONTHLY**; 10¢ a line; circ'n 25,000; Youngstown, O.

PASSAIC CO. PRESS.

Nine 8-page weekly suburban papers, 12 to 15 miles from New York City. Total circulation, 2,600. Classified ads, 5 lines, 50¢ per month. Display advertising, \$1.50 per inch per month. Main office, 266 Main Street, Paterson, New Jersey.

THE Wrightsville **TELEGRAPH** is the only all-home print newspaper published in the eastern section of York Co. It covers the richest agricultural and business section into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address **THE TELEGRAPH** P. B. CO., Wrightsville, Pa.

COUNTRY ADVERTISER—A monthly journal devoted to the advertising interests of the country merchant and business man. It helps you to help yourself. Bright and common-sensible; 25¢ a year, with 25 best-printed business cards free. Special trial subscription, 1 year, without premium, 10¢. Send to-day. **ARNOLD BROS.**, publishers, Box 52, Grenoble, Pa.

AFFIDAVIT—I, E. P. Boyle, publisher of the **HOUSTON WEEKLY TIMES**, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, to the present date, is 10,000. E. P. BOYLE, publisher. Subscribed and sworn to before me, this 11th day of January, 1901, S. E. TRACY, Notary Public in and for Harris County, Tex.

THE FREEIE PRESSE, Wilmington, Del. The only German newspaper—a daily 21 years in existence, published in Delaware, and the only one between Philadelphia, Reading and Baltimore.

If you want to reach a good German trade, place your advertisement in the columns of this paper. Results prove the value of the medium. Write for sample copies and advertising rates.

THE best adv'g medium in Dodge County, Minn.—the greatest agricultural and dairy region in the State—is the **DODGE COUNTY REPUBLICAN**. Est. 1867. Through no other paper can the well-to-do constituency of this paper be reached so economically as through **REPUBLICAN**. All home print. The best equipped country printing establishment in the State. The **REPUBLICAN** carries more ads at a higher rate, than any paper in Dodge County—it reaches the people. For rates and samples address **B. A. SHAVER**, publisher, Kasson, Minn.

ADVERTISERS—If you wish to reach a fine class of people (Presbyterian), advertise in **THE CHRISTIAN COMPANION** (bi-weekly), which has a circulation of 7,500, almost entirely in Alabama, Florida, Georgia, Mississippi, Louisiana, Tennessee, Kentucky, West Virginia and Virginia. Terms, one inch single column, each insertion 50¢, per inch; two or more inches, 40¢, per inch. Double column per inch, each insertion, 90¢; two or more inches, 75¢, per inch. To secure attention advertisers must inclose cash with advertisements. Nothing but cash taken for ads. We can tell you no more than we tell you here. If you wish to be in our journal and see our results, send your ad and cash to **REV. R. M. LATIMER**, D. D., Drawer 908, Birmingham, Ala.

In a modern dairy the cream is separated from the milk by centrifugal force. THE ADVERTISER provides equipment for the cream of foreign advertisers, the people you want to reach. No separation needed. Many other papers claim larger circulations, and some of them have, too, but when you take into consideration the people who read for pleasure, to get ideas to go into retail ads, those who never place a line of foreign advertising, some who take it because it comes in the mail, and others who take it because it is in the mail and never stopped it, we are willing to stand with any of them. Many publishers have their papers filled with such a mass of advertisements that an ad is lost among the wilderness; they are little better than circulars then. Leave out all these and you will find when the wheat has been separated from the straw, the water from the cream, that you have a special **W. W. & Co.** "cream alone." Think of this and say if it is not so, Mr. Advertiser. Time to stop paying ten times what we ask for the circulation you want. Our price is \$18.00 a page, \$9.00 a half page, \$4.50 a quarter page. A page measuring 180 lines, nonpareil. Forme close the 24th of each month. Will you be with us in our next issue? **STANLEY DAY**, New Market, N. J.

HALF-TONES.

ALL subjects except advertising, all sizes, 10 cents an inch. Proofs mailed from a big stock. L. ELKUS, 150 Nassau Street, New York.

NEWSPAPER

HALF-TONES 10c. AN INCH.

Single column cuts, \$1; double columns, \$2. New process. Can be printed on any press. Instructions for stereotyping. Orders received before 10 a. m., shipped the same day.

BARNES CROSBY CO., Times Building, Chicago.

NEWSPAPER BARGAINS.

\$89,000 BUYS a weekly and job property in Indiana. Pays \$3,000 profit a year.

\$1,000 cash, with balance \$1,000 on easy terms, buys a reliable weekly business in a fast-growing town of 9,000 in New England.

\$1,600, one-half cash, buys a good weekly and job business in Virginia.

\$900 cash and \$1,000 on easy terms buys a weekly and job business in Oregon.

\$1,000 cash, one-half cash, buys a good weekly and job business in New York State paying over \$2,000 a year; \$2,500 cash possibly a little less.

\$3,000 cash, balance on easy terms, buys a live, growing daily within 100 miles of New York City. \$3,000 or more cash, balance on proper terms, buys a good proposition in New Jersey.

Properties in Eastern and Western States—large and small—what do you want? C. C. LEAVOID, Allston, Mass. Confidential Broker and Expert in Newspaper Properties. 20 years' experience.

ADVERTISEMENT CONSTRUCTORS.

A DS, \$1 each; six-page booklet, \$3. C. M. KEIFE

A Whiting, Ind.

A RTHUR E. SWETT, Omaha Building, Chicago.

A Mail order business only.

B EST houses use my ads. Write, H. L. GOOD-

WIN, 48 Stanhope St., Boston.

W M. WOODHOUSE, JR., Trenton, N. J., writes

advertising that's to the point.

TRY a dollar's worth of Peterson's Pertinent Paragraphs. P. O. BOX 77, Buffalo, N. Y.

M ELVILLE E. THUX, Hartford, Conn., writer,

M illustrator, printer. Fine booklets specialty.

Retailers, add a mail order department.

R GEO. R. CRAW, 115 Dearborn St., Chicago, Ill.

U NTL June 1, 4 ads \$1. Send this ad with a

dollar! CHAS. K. BAKER, So. Norwalk, Ct.

H ELM—C. DANIEL—111 Nassau St., N. Y. Estab.

H 1894. Pungent illustrations and flavored

copy. \$2 up.

S UCESS thro' Ad-verse-ity. Val. Stone's rhyme ads. They tickle; they stick. \$28 S. Main, Los Angeles.

S END \$3 for a two-inch single cut, specially de-

signed for you. Mortised for type. Just half

regular price. C. B. PERKINS, 32 Globe Bldg.,

Boston, Mass.

A D and booklet building is my business. Book-

lets, \$1 per page—illustrated booklet, one

cut to page, \$2 per page. E. G. HINES, 34 Gar-

field place, Cincinnati.

ICHTY Family Remedies advertising is our work. Samples free. M. P. GOULD CO., Bennett Blvd., N. Y.

WE will write six of the kind of ads we are quoted for for \$2 if cash accompanies order. Ads will not exceed 8 inches. FRANKLIN ADVER. CO., 233 N. 23d Street, Philadelphia.

M CKENZIE & MULLIGAN, Suite 540, 63 Dearborn St., Chicago. Writers, designers, illustrators of advertising for retailers. Correspondence invited. No charge for advice.

“J ACK THE JINGLER'S” best of fads is writing rhyming business ads, Of pith and point, for every use. His New York address is 10 Spruce.

“GOOD ADVERTISING” offers prizes for special 3 months' trial subscription. CHARLES AUSTIN BATES, Vanderbilt Building, New York.

D WIN S. KARNS, A, 247 E 42d St., Chicago. E writes advertisements, not the cut-and-dried kind, but original, common sense business bringers. Write and tell him your advertising troubles.

L AUNCHING a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

WE offer intelligent service in writing and illustrating advertisements—effective, well written, nicely displayed ads. Advertisements put in type and electrotype furnished. We do all or any desired part of this work. Price reasonable. GEORGE P. ROWELL & CO., 10 Spruce St., New York.

Y MAGAZINE, GOOD ADVERTISING, is positively the best and most practically useful publication ever issued for the retail merchant and local advertiser, \$3 a year. Send 25 cents for three months' trial subscription. CHARLES AUSTIN BATES (Publication Department), Vanderbilt Building, New York.

D WRITERS and designers should use this A column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. PRINTERS' INK has over one hundred imitators, yet PRINTERS' INK covers all their territory besides its own chosen field. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

E DDY writes ads. The kind that make people think. The kind that sell goods.

D on't you think you would like to have Eddy write your ads?

O ne business more than doubled within a few months.

Eddy wrote the ads, which were backed up by good goods.

I f you have good goods, Eddy's advertising will sell them.

F our sample ads, written specially for your business, \$2.

LOUIS O. EDDY, 31 Washington St., Chicago.

“The Elite of Its Class.”

191 KEMPTON ST., NEW BEDFORD, Mass., Feb. 21, 1901.

GEO. P. ROWELL & CO., Proprietary. PRINTERS' INK, New York City.

Gentlemen:—Relying to your favor of the 5th inst., I am pleased to state that I consider PRINTERS' INK as an advertising medium the elite of its class. Its two distinctive features, viz., an honest and known circulation and the exceptional quality of the same, serve to establish the above statement. My own results from PRINTERS' INK have been satisfactory enough to warrant my return to it whenever I am making an advertising expenditure.

Yours truly, F. E. BRIGGS.

NOTES.

A LIST of parks over the United States is to be a permanent feature of the *Billboard* (Cincinnati).

THE list for the Excelsior Quilting Company's (15 Laight Street, New York City) advertising is now being made up. The business is placed by E. M. Snedden, 140 Nassau Street, New York City.

The *Evening Telegraph*, 704 Chestnut street, Philadelphia, wakes up trade with an attractive illustrated mailing card, $5\frac{1}{2} \times 8\frac{1}{2}$ in size. It contains the daily average circulation statement of the *Evening Telegraph* for January, February, March and April.

ONE of the daintiest miniature magazines that has recently seen the light is called *The Manuscript*, and is published by the Manuscript Press, of 1123 Broadway, New York. It is "issued every month in the interests of book builders and book buyers," at five cents a copy and fifty cents a year.

THE May 4 issue of the *Reform Advocate* (Chicago, Ill.) devotes more than 400 pages to the "Jews of Illinois," explaining "their religious and civic life, their charity and industry, their patriotism and loyalty to American institutions, from the earliest settlement in the State until the present time."

"FIRE KING, the Modern Fire Fighter," is the name of an interesting 16-page booklet containing a well written, practical argument in favor of "Fire King," manufactured by the Fire King Chemical Company, of Phoenix, N. Y. It describes the nature of the article, its use and effectiveness and states prices. It also contains endorsements from fire chiefs of various municipalities.

A SIXTY-GALLON tea kettle, from the mouth of which steam is constantly pouring, is an attractive eye-catcher hanging in front of an Eastern New York hardware store. The steam blown from the spout of the kettle is generated in a gas stove boiler placed in the basement underneath the kettle. This advertisement is said to cost about ten cents a day to operate.

PERSISTENT newspaper advertising has resulted in the finding of a runaway York boy in Egypt. The lad has been missing since 1893, and ever since then his parents have advertised for him, spending a small fortune in hope of finding him. They have just received word that the lad has been located at Zaccarick, Egypt. His father, Michael Zahhar, will bring him back.—*Columbia (Pa.) News*.

SPERO BROTHERS, merchant tailors, Vanderbilt Building, New York, advertise by a system of personal letters. Although they are of the imitation type-writer kind they are printed on excellently engraved stationery and make a decidedly favorable impression. The letter is mailed to former customers, making reference to fabrics they have been in the habit of wearing, etc. It also contains some special inducements for a period of thirty days.

THE Sunrise Route, Calais, Me., has

changed the name of their monthly publication to *Washington County Main-spring*, published by the Washington County Publishing Company, Calais, Me. It is a publication to promote the interests of that county, also devoted to travel, fishing and sporting. The new name was suggested by Fred H. Clifford, advertising specialist of Bangor, Me., who won the prize offered by the publishers for the best name submitted.

THE Whitehead & Hoag Company, manufacturers of advertising novelties, badges, buttons and banners, Newark, N. J., have put out recently an advertising novelty which attracts a good deal of attention and is likely to be preserved indefinitely by a recipient. It is in the form of a horseshoe inclosing a new cent, the framework being of aluminum. The front side shows a wishbone, four leafed clover, two horseshoes and the inscription, "Good luck; keep me and prosper." On the reverse side the firm name of the advertiser is to be stamped.

THE Lozier Motor Company, of Plattsburg, N. Y., has published a 48-page catalogue, $6\frac{1}{2} \times 9\frac{1}{2}$ inches, about its marine gasoline engines. It tells of their construction and economy, showing the advantages of the two-cycle marine engines, their simplicity, principle, regulation of speed, mechanism, safety, absence of noise and disagreeable odor, economy and construction. In addition terms, prices and general data are given. The book is richly illustrated with halftones and its mechanical appointment is perfect. The cover is in green and silver. It was planned and executed by Oscar E. Binner's New York office.



"Little Owls in Glasses"

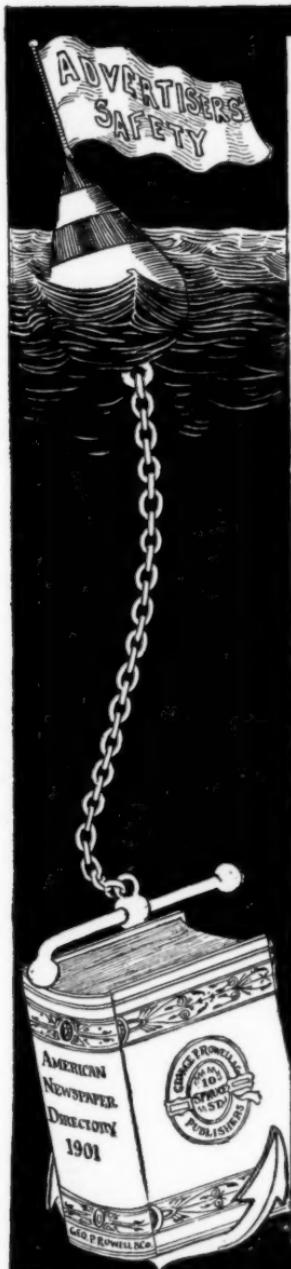
A CHILD'S spectacles needn't be owlish or clumsy. Has this kept you from having your child's eyes examined?

We make special glasses for children—their faces need it: small, light, delicate.

Examination free.

QUEEN & CO.
OPTICIANS
1010 Chestnut Street

FROM THE "PUBLIC LEDGER," PHILADELPHIA.



THE advertising beach is strewn with wrecks and stranded crafts that were once launched with high hopes on the stormy sea of publicity. The advertiser who is not accurately informed about character and circulation of every medium he intends to use is drifting upon a trackless ocean. He suffers from loss and leakage, which will wreck or retard his hopes and purpose. Wise advertisers moor their craft to a safe anchor—THE AMERICAN NEWSPAPER DIRECTORY. Will you join the wise ones, or keep on drifting?

Its next issue—second quarter for 1901, second installment of a new century, thirty-third year of its own consecutive publication—will be ready June 1st.

The June edition will contain new features and all the population figures according to the United States census of 1900. All the class papers will be revised and every known publication included in its tabulations.

The circulation ratings of all newspapers and trade publications of the United States and Territories and the Dominion of Canada—a grand total of 21,844 publications—will be totally revised to date, including a supplementary list of every publication established since these figures were compiled six months ago. Price \$5. Orders are booked now.

GEO. P. ROWELL & CO.,
PUBLISHERS
American
Newspaper
Directory.

10 SPRUCE ST., NEW YORK.

THE SIXTH SUGAR BOWL.

Office of
CHARLES AUSTIN BATES,
Vanderbilt Building,
NEW YORK, May 8, 1901.

Editor of PRINTERS' INK:

Here are some reasons why we consider *Good Advertising*, our monthly journal for retailers, entitled to PRINTERS' INK's sixth sugar bowl:

Good Advertising is published for the retail advertiser exclusively, and contains departments intended only for the retailer. It is not in the general advertising field, and, while the general advertiser may doubtless be benefited by *Good Advertising*, no effort is made to cover other than the retail field.

Every retail dealer, whether or not an advertiser, finds *Good Advertising* a valuable publication. *Good Advertising* teaches primarily the value of newspaper advertising, and in addition the value of window display, store management, business methods, etc.

Each number of *Good Advertising* consists of at least 36 pages, well printed and arranged, from the cover in colors to the last page. Every number contains regular departments and special features. Some of these departments are described herewith:

Criticism and Advice.—Every *Good Advertising* subscriber is entitled to a personal letter of criticism and advice concerning any part of his advertising campaign, printed matter, store management, etc. He may send us copies of his booklets, folders, catalogues, circulars, newspaper ads, etc., for criticism. In return he receives a criticism of his efforts and suggestions for improvements. If he wants advice concerning the advertising appropriation we go into the subject with him, telling him where to cut down expenses and when to spend more money. If his advertising doesn't pay, we try to find out why and map out a campaign that will be effective.

Newspaper Advertising.—This department of *Good Advertising* shows the merchant how to attractively fill his newspaper space, and how to get the largest returns from the least investment. Many new ideas and suggestions are offered in every number.

Window Display.—This department is illustrated and each suggested window display described thoroughly. Nothing elaborate is suggested—the designs offered are comparatively simple, though effective, and do not require the services of an expert window trimmer and elaborate devices.

Show Card Ideas.—A dozen or more show cards for various retail businesses are given each month in *Good Advertising*. They are ready for use, and the merchant has simply to transfer them to the suitable sizes of cardboards.

Thinks to Fill Chinks.—These "thinks" are bright, original catchlines for all lines of retail advertising, and are useful to any merchant when building his advertisements.

Printed Matter.—Reproductions of good and bad examples of printing are shown each month, and the reasons for their excellence, or lack of excellence, explained.

What Large Advertisers Say.—This

department consists of extracts from the ads of the largest and best known retail advertisers, so arranged that *Good Advertising* readers can use these extracts in their own ads.

Reproduced Ads.—Hundreds of the best ads to be found in American newspapers are reproduced in every number. The advertiser seeking to improve the typography of his ads finds hundreds of ideas in these pages of reproductions. The ads are not only reproduced but reasons why they are worthy of reproduction are given. These ads may be clipped from *Good Advertising* and sent to the printer, thus giving him a style to follow and insuring a well appearing ad.

Advertising Fables.—An illustrated advertising fable appears each month. The advertising fable is a new departure, and is interesting and instructive.

In Lighter Vein is a department of advertising jokes, etc.—the lighter side of a serious proposition.

These are regular departments—articles found in each number. In addition to these departments, special articles, suggestions, criticisms, etc., appear each month.

Good Advertising contains absolutely no reprint matter—every article and department is original, and the subscriber receives no suggestions that have been offered through any other source any other time.

We believe that *Good Advertising* is the best paper published for the retail advertiser, and that no other trade paper covers its field more thoroughly.

Just now we can use a sugar bowl. Do you think we should have one coming from the Little Schoolmaster?

Yours very truly,
CHARLES AUSTIN BATES,
Publication Dept.

♦♦♦
IN A BARBER SHOP.

NEW YORK, May 9, 1901.

Editor of PRINTERS' INK:

The following placard adorns the walls of a Park Row barber shop:

THE LADY
whom you see in the
BARBER SHOP

IS MY WIFE.

It is difficult for the ordinary customer to define its import—whether it is used as an ad or a threat to those who are inclined to flirt with his better half. They both are Italians—he fierce-looking, dark and robust, while she is a blonde and good-looking.

A. B. C.

♦♦♦
A CORRECTION FROM TEXAS.

GONZALES, Tex., May 6, 1901.

Editor of PRINTERS' INK:

In an issue several weeks ago of PRINTERS' INK, in column "Bright Sayings," you had the following:

"We advertise the truth—and then surpass it."

Is that a correct way of stating the fact? Can the truth be surpassed? Would it not be better to say, "We advertise the truth—and then prove it."

Yours truly, A. W. NYCE,
Adv. Agent for A. F. Dietze.

♦♦♦
Too many experts spoil the ad.

An attractively printed business messenger secures attention, a carelessly, indifferently printed one is confined to the waste basket promptly.

The difference in cost for the one or the other is mighty small. The moral is obvious, use only the best printed matter. The same lesson applies to the setting up and display of advertisements. The ordinary printer will set up your ad as well as he knows how, but it may be far from the way it ought to be set up to make its display unique and the salient points strong.

The printing of attractive booklets, circulars, folders, etc., is our real forte.

The setting up of ads, giving them the strongest display in a minimum of space and furnishing electros therefrom, is a branch of our trade in which we excel.

Sample booklet mailed free on request, if written on business stationery.

CALL ON OR ADDRESS.

Printers' Ink Press,
10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Is issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patron may, on application, obtain special conditions.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES.

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. Half page, 100 cents; special position twenty-five per cent additional; if guaranteed; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MAY 22, 1901.

WHAT IS CIRCULATION.

The circulation of a newspaper is correctly stated by adding the number of complete copies of each separate issue printed during the entire year preceding the date of the statement and dividing the sum by the number of separate issues.

The number of complete copies printed, folded and prepared for distribution is the only number that can be absolutely known and definitely and truthfully stated. What is done with the copies has a bearing upon the quality of the circulation. No newspaper man prints copies without the intention of making some use of them. To print a surplus for the mere purpose of deceiving advertisers is too expensive. The same object may be achieved just as honestly by plain lying, which is cheaper. The difference between copies printed and copies sold is generally no more than five per cent, often much less, but sometimes as much as twenty or even ninety per cent. Just what the percentage is, when it can be known and stated, is information of much value to the advertiser who desires to form an opinion of the worth to him of a specified circulation.

EVEN brevity may be carried to extremes.

THE Wheeling (W. Va.) Board of Trade takes a half page in the iron manufacturers' papers to tell the reasons why iron masters may locate there with profit. Ninety cent coal and six cent natural gas are prominent and convincing display lines. The business men of Manistee, Mich., have organized a bureau of publicity, and are also using considerable newspaper space to offer inducements to manufacturers.

ADVERTISING'S host of advisors seems to be increasing daily.

Two merchants of Little Falls, N. Y., named Wolff and Lovenheim respectively, are principals in a peculiar slander case. Their places of business are on the same street. Wolff had a circular containing a list of prices distributed to advertise his store. His rival, Lovenheim, securing one of them, placed it in his window with the statement beneath it that during all of Lovenheim's business career he had not sold as many falsehoods as the price list contained. The suit for slander resulted. At the present writing no decision has been rendered.

THE first automatic electric interchangeable sign is that shown nightly at the intersection of Broadway, Thirty-fourth street and Sixth avenue, on the Broadway side. The sign consists of ten letters or monograms. Each of these is in a box, so constructed that automatically one may reproduce any word or words of ten letters in the language. These ten have been arranged to give forty different changes, and then begin again. The forty changes are made as quickly as they can be read, so that they read consecutively, the whole making up a consistent sentence. The changes are made in three or four minutes.

A CAREFUL examination of the American Newspaper Directory for the quarter ending March 1, 1901, shows that it has been compiled with great accuracy. It contains upward of 1,500 pages of statistical matter giving the circulation ratings of all the newspapers of the United States, Canada, Puerto Rico and the Hawaiian Islands, numbering more than 21,000. The circulation ratings are given with a great deal of care.

The Directory is complete in every particular and ought to be on the desk of every advertiser in the United States, as it gives just the kind of information that is necessary in relation to the circulation ratings of the newspapers of America.—*Advisor*, May, 1901.

THE worst advertiser is the one who "knows it all." For him further learning and enhanced skill are out of the question.

THE *Show Window* (Chicago) for March contains an interesting account of the methods of dressing show windows in the Philippines. The writer speaks of the odd displays made of bamboo, matting, plants and war weapons, and says that everything seems very crude but that American methods are rapidly coming to the fore and superseding the ancient ways of the Spaniards.

E. ST. ELMO LEWIS, of Philadelphia, has developed a series of lessons in advertising which possesses certain features which other concerns apparently lack. The limit of pupils is fifty, Lewis claiming that his course is not a syndicate one but for the individual, each person receiving specifically just what he needs, and that only fifty pupils can be treated in this way at one time. The course covers six months of instruction, and as many of criticism and advice after the student has secured a position. Where the person is found incapable for the advertising field, the fees are returned. The explanatory literature, testimonials, etc., make a decidedly favorable impression.

THE *Advertisers' Review* (London) thus describes an advertising novelty for which it appears to be the agent:

"Koko," Edwards' "Harlene," Mrs. Allen and all the multifarious hair restorers are simply left right out of sight by the new advertising device which will make hair grow on an iron head while you stand and look at it. The way it will be adapted for advertising is as follows: You have a long glass tube, say three feet high, and you stand this in the shop window. At the bottom of it you place a small cast iron head, which just goes inside the tube. You fill the tube up with water and then empty into it a specially prepared powder. In the course of a few minutes hairs begin to sprout from the iron head, and they continue to grow straight up and in the course of a day they will grow the whole three feet. You mark the glass at intervals, so that passersby may be able to gauge the growth of the hair, and you put up a big placard, "Watch this hair grow on an iron head. This wonderful growth is only equalled by the use of —."

THE New York *World* recently boasted that on May 8 it carried sixty-six columns of advertising, claiming that number to be the largest amount previously ever carried by any New York paper. The Washington *Star* in noticing these claims said that curiously enough on the same day the *Star* printed exactly sixty-seven columns of live paid advertising matter, or one column more than the *World*, and never thought of even calling attention to the fact. It should be understood furthermore, says the *Star* in addition, that its columns are one and one-half inches longer and one-quarter of an inch wider than those of the *World*, hence the space actually covered was much larger than the figures mentioned would indicate. The *Star* expresses displeasure at having its city so often looked down upon by New Yorkers as a provincial town; but that this is often done, only brings out the bigness of the *Star* in greater contrast.

"THE well advertised town seems to meet the requirements of labor better than any other," says a PRINTERS' INK correspondent. "It can be more readily attracted to a city like Scranton, Pa., which usually gets a few lines under the Associated Press dispatches every day in the year, than it could be induced to take employment in Philadelphia, for instance. The advertising done by the numerous boards of trade which have sprung up in the last decade has had the effect of scattering over wide areas the population which would otherwise have crowded together in the few cities which were well known. It has also permitted many important industries to be established in what, only two or three years ago, were pasture lots and corn fields. It has favored industrial development by making cheap land available for manufacturing plants. The net result is a national benefit in a conspicuous degree. It has equalized taxable valuations, promoted local improvements and surrounded all with conditions more favorable to a wholesome development."

DISCUSSING the problem of securing settlers for the undeveloped northern part of Wisconsin, the Milwaukee *Sentinel* of April 9 cites the methods used in the past, when circulars and pamphlets were sent out by the State with moderate success, calls attention to the present needs and says that the best means to invite immigration and develop the resources of the State is to do like other States have done—establish a board of immigration.

A PIECE of advertising that is bound to create attention both by its size as well as excellent mechanical effect, comes from Mr. William Borsodi, the advertisement expert of New York. It is called the "Prospectus of William Borsodi's system of promotion by co-operative publicity for mines and mineral properties, commercial and industrial enterprises." To summarize, the idea is to combine the advertisements of twenty-five mining stocks whose integrity has been previously investigated into a number of large "checker-board" announcements, and expend \$50,000—or \$2,000 for each company—on the advertising. It is claimed that by the combination of the announcements, each company, by expending only \$2,000, receives the benefit of the entire \$50,000 put forth. Its money, spent individually, would produce only small and insignificant advertisements. The reader of the large combined advertisements, when they appear, will be allowed to invest into one or in all twenty-five stocks listed, and in such quantities, however small, as he desires. So many bushels for the receipt of the golden eggs appear effectively to strangle the possibility of loss to death.

For sixteen years Rowell's "The American Newspaper Directory" has had a place of honor and usefulness on my desk. My advertising experience began in 1885, and one of the first things I did was to buy a copy of the Directory. No man who advertises can afford to do without it.—Charles Austin Bates.

THE man who lies once in his ad will have all his subsequent truths discredited.

THE present plethora of book advertisements on New York elevated car cards induces the following stanzas from the New York *Telegraph* poet:

Now the billboards are resplendent
And the "L" cars are aglow,
With the portraits of the authors
Whose books are all the go.
Fare thee well! oh, Nydia Lincoln!
Ella Wilcox takes thy place;
Fare thee well! oh, Doctor Bunyan!
Eclipsed by Bachelor's face.
Where's the man who took Daruna,
Snatched it from the grave?
Or the Congressman from Keokuk,
Whom Gull's Malt did save?
Hundred Doses for a Dollar,
Good-bye! You've had your day;
While as for Mylan's Tablets,
There isn't room to say
Anything about your virtue,
Nor of Coleman's Liver Pads,
For the billboards are all occupied
With literary ads!

ONE DRUGGIST'S TALK.

J. L. Mauser & Co., prescription druggists, of Canton, O., make the following interesting statements in one of their large advertisements:

You must trust your druggist. There are so many things about drugs and a drug store which require years to learn.

You cannot be expected to know very much about many of these matters.

It is your druggist's business to know, and to know surely and positively, all about the drugs he sells. If he does not know, it is his fault, and you should hunt for and trade with some one who does know.

Our business is drugs, and we claim to have thoroughly mastered the details of this business.

We are exerting every energy to running our drug store as you would like to see one run, if you knew all about drugs and drug stores.

Almost every one would like to patronize a drug store where they know these conditions prevail. Many people are not sure they know of such a drug store.

To deserve and get your entire confidence, when it comes to a matter of drugs, is our highest ambition.

We want you to trust us.

This point gained, we know we can depend on your drug wants being supplied at our store.

It is indeed gratifying to be able to say that our efforts are being amply rewarded.

Our rapidly increasing general business, and especially the fact that our prescription business is showing remarkable gains, is clear proof that an earnest, honest, intelligent effort seldom fails to bring a prompt reward.

IN THE BIG STORES.

ALBANY, N. Y., May 4, 1901.
Editor of Printers' Ink:

How do the big dry goods stores in New York, Boston, Philadelphia and other places arrange their advertising? Do they furnish copy to the newspapers a week or two previous to the appearance of their advertisements? Kindly supply the needed information and oblige,

As ADVERTISER.

In most of the large stores the advertising manager distributes blank writing paper among the heads of departments, and this is used by them in writing up the things to be advertised. After these various people have prepared their copy, usually a brief mention of the article, what it is, quantity and price, it is sent to the advertising manager, and where possible a sample of the goods is also sent. It is then polished up, figuratively speaking, and marked for the printer. The writer indicates on the margin of the page the type, borders, if any, and all other instructions. For Sunday's paper most stores send in their copy a day or two in advance, although there are some who wait until the very last moment and then have a heart-disease chase getting proofs corrected and revised in time. Daily advertisers usually have their copy in the printers' hands a day or two previous to day of publication, and in this way have time to secure proofs, make corrections, revisions, etc., and return to the paper. Where more than one paper is used it is sometimes the custom to send the copy to one paper several days ahead of time and then have that paper furnish proofs for copy to the others. In this way it becomes an easy matter to obtain a uniform style as far as the policy and general make-up of the paper will allow.—

[EDITOR PRINTERS' INK.]

PRICES are always the best information. A price bill of fare outside of a fifteen-cent restaurant draws in many a patron who has but fifteen cents to invest in his dinner. On the contrary, many a man with a half dollar in his pocket is afraid to go into the twenty-five cent cafe that hangs out no sign.

AFFIDAVITS.

OSSWEGO, N. Y., May 2, 1901.
To the Editor of the National Advertiser:

It is a custom with several newspapers to print affidavits of circulation. Affidavits of the pressmen are from time to time added. Advertising agents are inclined to give a better rating to the circulation of newspapers which are supported by affidavits of the publisher as to the number of copies printed. In what respect is the affidavit of any more value than the simple unsupported statement? If the affidavit is false, can the party making it be punished for perjury? Is it not a principle of law that no affiant can be punished for perjury unless the affidavit complained of is made in some judicial matter? If this is so, why should a better or higher grade of rating be given to a paper supported by the affidavit of the publisher or any employee than one supported only by the mere statement of such publisher?

An answer through the columns of the *National Advertiser* will, I believe, interest many publishers.

Respectfully, L. L. S.

The maker of a false affidavit cannot be punished for perjury unless the falsehood relates to some material fact in a judicial proceeding. Therefore, unless a sworn statement of newspaper circulation be offered as evidence in court, or be made by magisterial direction and authority, it may be a tissue of lies without bringing upon the liar the pains and penalties of law.

But an oath is commonly and not unreasonably supposed to give weight and solemnity to a man's utterances which are lacking from a simple assertion made without invoking the Almighty. When a man says that a document he has signed contains "the truth, the whole truth, and nothing but the truth, so help me God," he is supposed to have in mind other punishment for falsehood than that prescribed by human statutes. The law itself takes this view when it requires an oath even from witnesses whom it would be practically impossible to convict of perjury.

For example: Suppose our Oswego friend were the only surviving witness to a will. He says he saw the testator sign the paper. There is no means of testing the truth or falsity of his statement, and therefore no way of punishing him if it be untrue. Yet he must be sworn like any other witness. The chief value of an oath is that it is supposed to bind the conscience. That is why courts modify, to some extent, the form of swearing witnesses. For diametrically opposite reasons, Quakers and agnostics refuse to kiss the Bible. They "solemnly, sincerely and truly affirm" with the right hand uplifted.

The belief that an oath is binding irrespective of temporal penalties of perjury is the reason why advertisers demand sworn statements of circulation. It may be said that a publisher who distinguishes between a statement with an oath and without one shields himself behind a pitiful sophistry. Perhaps he

does, but we must deal with human nature as we find it, and the fact is that while many publishers will make unsupported statements, the number who make affidavits is comparatively few, cynics to the contrary notwithstanding. — *The National Advertiser*, May 8, 1901.

That an affidavit is supposed to be, in effect, something more than a signed statement, and unscrupulous men know that it is not so, is the sufficient reason why so considerable a number of circulation statements are sworn to. The prevaricator gets the benefit of the supposed sanctity of an oath without any risk whatever beyond what comes to the plain everyday liar. Still, notwithstanding all this, a circulation statement that is sworn to be correct is not any less valuable than one that is merely signed by the same man.

—[EDITOR PRINTERS' INK.]

IN DENVER.

The Denver (Col.) *Post* issues the following straight out proposal for establishing the comparative issue, sales, circulation of the Denver papers:

On October 28, 1895, the Denver *Post* was purchased by its present owners, and at that time its total business amounted to about \$30 a day, or \$10,000 a year. Last year the total business of the Denver *Post* was about \$300,000. Thus in five years its business has increased from \$10,000 to \$300,000, or 30 to 1.

The growth of the Denver *Post* has been so swift, and so sure, and so surpassing, and its success so phenomenal, that it is pointed out all over the United States as one of the most remarkable examples of the modern making of a successful newspaper. And in this Rocky Mountain country it is known and acknowledged by observing people as the leading daily.

The Denver *Post* is now, and has always been since the present management took hold of it, the official paper of the people, because it is not Democratic, not Republican, just independent.

The Denver *Post* has not now and never has had a single secret. There is not now and never has been a single card about its premises bearing the sign "No Admittance"; in fact, anyone, from the humblest newsboy to the most exalted citizen, can pass in and out of any room about the Denver *Post* at any time of the day or night and not even be questioned.

This seems strange, but it is the line along which the Denver *Post* is built.

In regard to the circulation investigation soon to be held between the Denver *Post* and the *News*, the Denver *Post* desires to suggest to the committee that on behalf of the Denver *Post* it

ask that a representative of the Denver *Republican* and *Times* be invited to be present while the inquiry into the circulation of the Denver *Post* is being made. It hopes the *News* will extend this same invitation to the rival newspapers.

The Denver *Post* will also go further than this. There is an association known as the Association of American Advertisers, composed of the leading advertisers of the United States. These advertisers furnish experts to examine the circulation of newspapers all over the United States. The Denver *Post* suggests that if the committee will invite the Association of American Advertisers to send an expert here to assist them in the examination of the circulation of the Denver *Post* and *News* that the Denver *Post* will pay all expenses of whatever nature incurred by this expert from the time he leaves the East until he has completed the examination and returned to his home.

In the Association of American Advertisers newspaper men have for the first time a competent tribunal to whom they may confidently apply to dispose of all questions of comparative issue, but its present policy of refusing to allow its conclusions to be made known outside the membership of the association makes its examinations less available than could be wished.

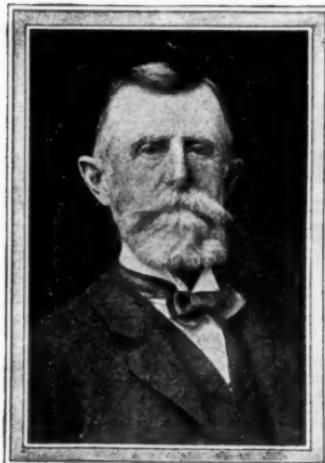
Peck's Buyer's Index (New York) for April contains editorially some up-to-date export ideas, dealing about manufacturers, the New York local agent, the real buyer, New York exporters and commission merchants. About export advertising the article says:

It is a day of centralization and specification. Vagueness and uncertainty have little part in twentieth century methods. If manufacturers want to throw away their money, then advertise so as to show a cut of factory buildings and smokestacks. Such advertising does not bring orders. Good advertising should do the work of the salesman, to wit: illustrate the goods, describe the same in truthful language, affix thereto a net price for quantity lots delivered free on board New York. If possible, add net and gross weights, cubic measurements, etc. In doing this you put the foreign buyer at the other end of the world in a position to calculate his ocean freight (often ocean freight makes or unmakes the order). Then the foreign buyer can ascertain the net cost to him of a given quantity of a given article, delivered to him on his pier in his own native town. Manufacturers who follow modern methods reap results; old methods are receding. It is a slow process to learn, and slower still to break away from the rut of wrong methods. But many pupils—full-grown manufacturers at that—are graduating from the School of Export.

COL. ALFRED H. BELO.

Col. Alfred H. Belo, one of the foremost men of the Southern States, died at Asheville, N. C., on April 19, 1901. A study of his remarkable career should prove a valuable lesson to the coming men, not only of his native section, but of the whole country.

He was born at Salem, N. C., May 27, 1839, his parents being members of the old Moravian colony which settled in this portion of North Carolina in the early history of the colony. He received a thorough education in the schools and college of his native State, and immediately upon the seces-



Courtesy of Harper & Bros.

sion of North Carolina, at the outbreak of the Civil War, he raised and was made captain of the first company of Confederate soldiers organized in Forsyth County, reaching the front in time to take part in the engagement at Bull Run, the first great battle of the war. When not unfit for service by reason of severe wounds which he received, he was engaged in every battle fought by the army of Northern Virginia, from first Manassas to the surrender at Appomattox. His gallant conduct and coolness attracted attention in his first engagement, and resulted in his promotion at that time as major of his regiment.

In 1862, on account of what he considered an unjust reflection upon the conduct of his regiment, and failing to secure a suitable retraction from the officer who made it, he fought the famous duel with Mississippi rifles, from which he escaped uninjured. It was not the least touching of the many tributes of respect and affection which were paid him at the funeral at Salem, N. C., on Sunday, April 21, to have laid upon his coffin a most beautiful floral wreath from his former antagonist in this duel, and with a tender message of love and respect. The result of this encounter greatly endeared him to the members of his regiment, and when a vacancy occurred he was made lieutenant-colonel, and, later, colonel of the Fifty-sixth North Carolina Infantry. At the battle of Gettysburg he commanded this regiment, but was shot down at the close of the first day's action. As soon as he recovered from this wound he returned to duty and took part in the memorable campaign between Lee and Grant, in 1864, until his left arm was shattered at the bloody engagement at Cold Harbor. From this severe wound he never fully recovered—and no doubt it had much to do with his untimely end. After the surrender at Appomattox Court House, with no money excepting twenty dollars in gold, and no property but the horse which, as an officer, he was entitled to, he journeyed on horseback to Galveston, Texas, where, in August, 1865, he became connected with the Galveston *News*—a paper founded by Mr. William Richardson in 1842, when Texas was the Lone Star Republic.

He soon won the implicit confidence of his employer, and this with his business sagacity secured for him an interest in the paper. After the death of his partner, in 1875, he became the ruling spirit and owner of the establishment. He entirely reorganized the system of obtaining news, introduced all that was latest and best in machinery, and to facilitate the delivery of his papers he ran private trains to the neighboring cities.

In 1885 he established at Dallas,

Texas, 350 miles distant from Galveston, the Dallas *News*, and in both of these great enterprises he achieved a phenomenal success. No one has done more for the material development and moral upbuilding of Texas, and of the entire South, than this man; for his papers were widely circulated throughout the entire Southern section. He always stood unflinchingly and unselfishly for what he believed was highest and best in morals and in politics, for his courage was of that sterling quality that could not be intimidated by threat or influenced by gain. He was deliberate in seeking to determine what was right, and when his line of conduct was made clear to him, nothing could swerve him from his course. When Texas was going wild over the monetary question, and was overwhelmingly for the free silver fallacy, although it cost him the loss of thousands of dollars annually in the circulation of his journals, he advocated sound money and sound politics, and lived to see the dawn of the better day for Texas and the South.—John A. Wyeth, in *Harper's Weekly*.

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AT BUFFALO.

A form of advertising which is being rigidly prevented by the Exposition management is the distribution of alleged programmes on the grounds. The public is not to be annoyed with handbills issued by irresponsible parties. The official programme contains no advertising. The other publications purporting to be programmes will not be distributed at the Exposition. Advertisers should remember this fact when solicited for these fake publications.—*Buffalo (N. Y.) Courier*.

ADVERTISERS' DIRECTORIES.

Artemas Ward does not take up the editorial pen without offering some suggestive thoughts. He has rarely hit it off better than in his recent study of the general agency, referring to the publication of directories. It is considered essential by nearly every agency nowadays to publish its directory. Of the numerous directories now going each will differ from the other in giving a rating, because each goes by a different method. As Sydney Flower pointed out in the *Advisor* some time ago, while directories have separate standards they can never be satisfactory. He related his own experiences, whereby through the numerous requests of various directories his publication had a different rating in each case, although each had received a true statement.

Mr. Ward's suggestion that the A. A. A. purchase the American Newspaper Directory of Mr. Rowell and drop all the others, is worthy of consideration. That the general agents will ever do such a thing is, of course, admittedly impossible. What! Give up all these directories which are so profitable in one way and another? Never!

There is one institution which could take up such a proposition. The Association of American Advertisers could do it. It has no burdens upon its hands. But to expect the American Advertising Agents' Association to take advantage of the only opportunity it ever had to do good would be asking too much. Mr. Ward should have known this.—*Advisor*.

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CHICAGO AND NEW YORK.

About the best newspaper advertising in this country, and hence in the world, is done in Chicago and about the worst in New York. It is impossible to say why this is so, unless it is that space rates in New York papers are so stiff that the shock of being separated from so much money all at once leaves the merchant in such a state of stupefaction that he can't think of anything to say.—*She and Leather Gazette*.

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MONEY will buy the kind of advertising that brings big returns—there seems to be little invested in that kind, however.—*White's Sayings*.



A PRETTY LITTLE DOUBLE COLUMN DESIGN USED BY GEO. F. JOHNSON & SONS, REAL ESTATE BROKERS, EAST 156TH STREET, NEW YORK CITY.

NEWSPAPER OR BILL-BOARD?

By Peter Dougan.

In the April issue of *Billposter-Display Advertising*, the organ of the Associated Billposters of the United States and Canada, a comparison is made between the way Mr. C. A. Bates spent \$25,000 in advertising "R. & G." Corsets, using a whole page advertisement in fifty-six leading daily papers, and how the same amount could be spent in billposting. The *Billposter* table shows how 8,000 displays of a twenty-sheet poster could be made for twenty-eight days in ninety-six cities with a total population of 18,537,534 at the following figures:

8,000 20-sheet posters, renewed and protected for 28 days in 96 cities	\$19,063
Cost of 10,000 20-sheet posters.....	4,000
Freight and inspection.....	1,500

Total	\$24,562
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The 2,000 extra posters ordered are to provide for renewing posters defaced on the boards or destroyed by storms.

Taking the figures just as they are, it will be seen that the *Billposter* indicates that only \$19,000 worth of advertising can be had for \$25,000, but in order to let the advertiser "down easy" special attention is called to the fact that twenty-eight days' service will be given if storms do not interfere, and inspectors inspect weekly to see that no posters disappear.

The figures of the *Billposter* indicate terrors that would discourage many advertisers entirely if found in dealing with newspapers. There is the buying of posters. These will cost \$4,000 and may cost \$5,000 if something particularly attractive is wanted. Add to the cost of the posters \$1,500—for freight and inspection—and without considering the time consumed in printing the posters, which would take about three weeks, or the time and labor involved by the advertiser in verifying the lithographer's count of posters before the bill is paid, and the shipment of the posters correctly, and there is an item of expense which is appalling and does not yield any return in customers.

Yes, it is all necessary, and

there are items of the same nature in newspaper advertising, but compare the costs. First, there is the design for the page advertisement to appear in the papers. An excellent one can be had for \$100; typesetting costs nothing, for a metropolitan newspaper will do it for nothing if they are to insert the advertising; next, the same newspaper would make fifty-six matrices for perhaps fifty cents apiece, or \$28 in all. The postage on the matrices would cost \$3.36 postage on orders, and acknowledgments to the papers \$2.24. Checking the insertions in the newspapers involves the expenditure of not more than \$5, and, to clinch it all, the whole thing could be done in less than a week by one man or a clerk. In other words, \$5.500 against \$138.60.

It can not be gainsaid but that the billposters' service looks attractive; the twenty-eight days' service sticks out. But almost every billposter will tell the advertiser that a twenty-eight days' showing will just about turn up the ground, and he will pursue the same line of reasoning as the newspaper man does when confronted with an order for a one-time insertion of an advertisement in his paper. Both seem to agree that the twenty-eight days' showing on the billboards should be compared with the one-time insertion in the newspaper, and that it is the level on which the two methods can be compared.

Considering the two methods of advertising aside from cost, the following opinions and comparisons may be made:

The billposter claims that his service will be seen by eighteen and one-half millions. To compare, let us reduce the number to families and say that in every family there is one woman. Use the billposter's own method of calling five to a family and there will be 3,700,000 women.

It may safely be assumed that in Mr. Bates' list of fifty-six newspapers a circulation in excess of five million was secured, and inasmuch as practically every newspaper went into a family it would mean five million women, giving a

balance in favor of the newspapers of over one million women.

It is open to serious question whether women's wear or men's wear can be advertised successfully on billboards, for new customers are made by arguments and convincing talks on the merits of the goods, calculated to make the reader understand the advantages that will be derived in wearing one kind as against another.

Billposting doesn't permit of any arguments, while newspapers offer the opportunity of telling everything that can be said on behalf of the goods.

It doesn't seem that one could tell enough about the corsets on a twenty-sheet poster which would win customers, while the whole page in the newspapers gives every opportunity to illustrate and make plain the style of corset or different kinds of corsets, with every part of the description necessary to convince the woman.

Again, it is almost second nature on the part of women to turn to the newspapers when in search of wearing materials, reading the department stores' announcements for styles, particulars and price; and, therefore, where could there be a better place to advertise corsets than in the newspapers?

To conclude, newspapers have a further advantage over billboards, because every copy of the paper costs the reader something, and therefore has an intrinsic value, which will insure it some attention and reading at least. This is one of the arguments that the solicitor of billboard announcements cannot meet, even though he be rated among the cleverest business *woooers* of his craft.

SHOPPING AT HOME.

The well-filled advertising columns of a newspaper or magazine present a great bazaar in themselves, closely consulted by those who wish to buy, says the Louisville *Courier Journal*. Indeed, much shopping is done in these columns. Selections are made at the shopper's leisure, and the advertiser who knows his business will see to it that his advertisement is such as to do in the home the work that a clever, courteous, resourceful salesman is expected to do behind the counter.

"Does it sell goods?" is the great test of an ad.—*Knoxville (Tenn.) Tribune*.

WOMEN AS JOURNALISTS.

Of the thirty-seven newspapers in the American colonies at the time of the revolution several were owned and managed by women, according to the *Boston Transcript*.

The first newspaper published in Rhode Island was owned and edited by Mrs. Anna Franklin, and established in 1732. She and her two daughters wrote the items and set the type, and their servants worked the printing press. For her quickness and correctness Mrs. Franklin was appointed printer to the colony, supplying pamphlets to the colonial officers. In 1772 Clementine Reid was publishing a paper in Virginia called the *Virginia Gazette*, favoring the colonial cause and greatly offending the royalists. Two years later Mrs. Boyle started a paper under the same name, advocating the cause of the crown. Both were published at Williamsburg, and were short lived.

In 1773 Elizabeth Timothy started a paper in Charleston, S. C. After the revolution Anna Timothy became its editor, and was appointed State printer, which position she held for seventeen years. About the same time Mary Crouch started a paper in Charleston in vigorous opposition to the stamp act. She afterward moved it to Salem, Mass., and continued its publication for many years.—*Newspaper Maker*.

IN A NUTSHELL.

Advertising is done for the sake of selling goods. That is all there is of it. That is all there ever will be of it.—*Current Advertising*.

THE ONLY ONE

CHARLES AUSTIN BATES,
Vanderbilt Bldg.

NEW YORK, May 8, 1901.

Messrs. Geo. P. Rowell & Co., 10 Spruce St., New York City.

GENTLEMEN—I enclose my check on the Chemical National Bank for fifteen dollars (\$15) for three copies of the June, 1901, issue of the American Newspaper Directory.

During 1901 this agency will direct the expenditure of over one million dollars for advertising space in the Directory is of daily and almost hourly value to us.

We keep the latest issues here and send the older ones to our branch offices, where the very latest word on circulation is not so essential.

Yours is the only directory we use.

Yours very truly,

(Signed) CHARLES AUSTIN BATES.

THROUGH THE MAIIS.

PUSHING MAIL ORDERS.*

CHAPTER X.

MAIL ORDER TERRITORIES.

This is a matter the importance of which has been overlooked by too many mail order tyros. Unless the territory is ripe for an article or comparatively free from the influences of other mail order concerns it is folly to there spend money for mail order purposes. The mail order territory of this continent may be divided into three sections, viz., the Eastern, Northern and Southern States, which are well supplied through the mail order departments of big houses in New York, Boston, Philadelphia and a few other large Eastern sources; the great Middle West, which Chicago well covers, and that section west of the Rockies which is catered to by a few large concerns in Denver, Salt Lake, San Francisco and Portland. Now, Mr. Mail Order Man, be your prospective business big or little, look over the above paragraph and see how its information affects your case.

For the average mail order concern—mind you, this applies to the average, not to the one with an article for which there is a worldwide demand with but one source of supply—it is not wise to attempt to gather business from more than its own and adjoining States. An Omaha house bidding for mail order business should attempt to cover only Nebraska, the northern end of Kansas, the eastern of Colorado, the Dakotas and such portions of adjoining States which would not come under the influence of equally large or larger concerns in Kansas City, Denver, St. Louis and Chicago. The nearness of these other bases of supplies to possible customers with the certainty of qualities and prices equally attractive would operate against the Omaha attempt.

There was a time—and not so

* The previous chapters appeared in PRINTERS' INK of April 10th, 17th, 24th and May 1st.

long ago, either—when a mail order department in the East could supply the mail order demands of the entire East and South. But that is of the past. Western and Southern houses have sprung up and have so well supplied mail order trade that many Eastern mail order departments have seen their trade dwindle to insignificant proportions. Climatic conditions are well to remember. In Oregon, where it rains practically nine months in the year, umbrellas, waterproofs and rubbers are great sellers. In Florida and adjoining States during all the year round demand can be counted upon for shirt waists, wrappers. In Montana capes, wraps and overcoats can be sold during each of the twelve months. And it also may be remembered that certain articles in certain States are in greater demand than elsewhere. You can sell two revolvers in Colorado where one would be sold in Illinois and more cheap jewelry in the South than in New England.

CHAPTER XI.

COMPILING MAIL ORDER LITERATURE.

Mail order literature embraces many forms of catalogues, booklets, circulars and leaflets, to say nothing of the newspapers and magazines. The expenditure ranges from two to ten per cent of that department's business, according to the judgment of the head, who should know his resources and expenditure better than any one else. The average expenditure is three per cent.

Every retailer and wholesaler—yes, every novelty and specialty dealer with any kind of a business—should get out a catalogue twice a year. The spring and summer catalogues should be ready by the first of April, the fall and winter catalogue by the first of October. With every catalogue should be attached a mail order blank. He who cannot afford a catalogue should have a booklet—if not a booklet then a circular of information—but in either case a mail

order blank is most desirable. There should be illustrations in plenty, as well as terse descriptions of goods. Unless for seed or other purposes where colored work is necessary it is wise to have the illustrations in plain black and white. Wood engravings are better (therefore more expensive) than the usual line cuts. Most advertisers find that line cuts are satisfactory.

Illustrations which convey an accurate picture of the goods and suggest a thought as to their uses are the illustrations to use. Dead, flat cuts repel interest. There should be action in the cut as well as in the text. Business is full of action and all its advertising should be a reflex of its action. Next in importance to the catalogue is the booklet, after which comes the circular. Glittering generalities do not win trade. It is the specific say-so with price that clinches custom.

Leaflets are excellent advertising bullets. A leaflet speaking of a glove, cap, razor, pipe or anything retailable, well illustrated and well expressed, dropped in every letter and package, is an accomplishment. Several of these accomplishers can go out with every mail order.

The retailer should frequently speak of the mail order department in his ads. A cut of a postman or letterbox with something like this inscribed on it, "Let us fill your mail order?" "Why not do your shopping by mail?" etc., can be used with advantage. That it is folly to skimp on the paper and printing of mail order literature good advertisers agree. The same may be said of the artist's and writer's work.

CHAPTER XII.

THE VALUE OF PERSISTENCE.

Before speaking of the value of persistence a word or two may be said about the curse of persistence. When one is on a wrong tack the earlier it be known the better.

Persistence is a good thing to have nothing to do with when little or no responses come in for an article that is well advertised and for which it is assumed there

should be a prompt demand. If a certain style fountain pen to sell at one dollar is rightly advertised without bringing a profitable response it is safe to drop that pen and advertise something else. For the demand for fountain pens depends upon no climatic conditions, nor is it restricted to any section of the land. Same way with lots of other things that appear good to advertise, but prove not as good as they appear.

Lots of money is wasted on advertising goods. There is a time limit to a fair trial. And if the advertiser does not bring hard, horse sense upon this as well as every other mail order and advertising proposition he will be sorry.

But persistence is a good virtue to study in many cases. The advertiser of pills must wait for the seed to sow before he sees results. The advertiser of a young mail order department in a field where there is competition must wait some time for the worth of his values to make an impression upon those who were dealing with competitors. It takes time to wean away trade from others. It takes the steady, strong, systematic strokes of persistent advertising to do it. A mail order trade cannot grow in a night—the first orders filled should act as advertisers for succeeding orders. There is a form of advertising known as a word of mouth advertising. Jones says to Smith: "Have you tried Brown's Rheumatic Solace?" "No—how does it work, and where can I get it?" "Oh, it's great! I bought a bottle three weeks ago, and to-day I have no rheumatism. You can get a bottle for a dollar from this address in New York." Or perhaps Mrs. Tinkham says to Miss Kelly: "Have you ever done any mail order shopping with Smith, Smith & Co.?" "No, I have always dealt by mail with Brown, Brown & Co." "Well, you try Smith, Smith & Co.—a new house that carries the best goods at lesser prices than your concern and a house that fills all mail orders more thoroughly and promptly."

So the story goes. Like the proverbial snowball, the well-managed mail order department gath-

ers strength with its growth. Persistence in advertising it, persistence in pushing it, persistence in attending to all the little points of service accomplishes marvels of expansion to the fulness of time.

J. ANGUS MACDONALD.

USE THE FIRST PERSON SINGULAR?

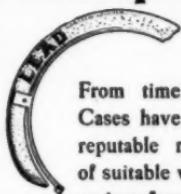
What must an advertising man do to convince a beginner that professional services are important? We pause for a reply.—*Pacific Coast Advertising*.

WHEN BREVITY IS UNDESIRABLE.

Brevity is a desirable quality in advertising, but the mail order advertiser cannot afford to endanger the effectiveness of his advertisement by attempting to restrict its size. Every word necessary to the completeness of the story should be retained. Even long descriptions seem to be profitable. The most successful mail order advertisers are those who go fully into details.—*Advisor*.

ADVERTISING skillfully done is a good investment; bungled, it becomes a source of loss.

Gold Watch Cases stuffed with Lead Perhaps you bought one



Cuts show a steel case spring filled with lead.



From time immemorial Solid Gold Watch Cases have been sold by weight and made by reputable manufacturers, with Steel Springs of suitable weight only to perform properly their various functions.

The specific gravity of lead is nearly fifty per cent. greater than steel, therefore certain unscrupulous manufacturers use very little steel for their case springs and as much lead as possible, thus producing watch cases the center of which is completely filled with lead, so much so that nearly one half of the total weight of the case is composed of base metal.

This same class of manufacturers also use a stamp upon their cases reading, "Warranted U. S. Assay" with the desire to make the public suppose that the "U. S. Assay Office" has something to do with their manufacture.

If you have bought a solid gold watch and think you have been deceived, write us for full particulars.

THE DUEBER-HAMPDEN WATCH WORKS

Makers of Complete Watches, Watch Cases as Well as Watch Movements
CANTON, OHIO

IN THE CASE OF RAILROADS.

NEW YORK, May 12, 1901.

Editor of PRINTERS' INK:

"The well advertised railroad exerts a magnetic attraction," says T. J. Anderson, division passenger agent of the Southern Pacific at Waco, Texas. "The tourists travel over it; the young and ambitious migrate to its towns and cities so naturally that their going seems to be in obedience to a law of nature. The more advertising the railroad does the more its attraction for population. The growth of the towns of a well advertised railroad resembles that of a business—relatively slow at first, but after a certain number of insertions the growth is rapid, and afterward phenomenal. The well advertised railroad often plants towns and settlements along its line in locations which perhaps have but few accidental or natural advantages. The non-advertising railroad rarely pays operating expenses and fixed charges, and so clearly is this fact recognized that it is extremely difficult, and often impossible, to negotiate its bonds. For purposes of local development it is usually a failure, since it cannot afford the equipment nor maintain the train service needed to make it useful, and lacks the traffic to furnish a safe basis for banking credit. This holds back the towns along the line, and favors the rapid growth of those on the well advertised railroad."

FRANK A. HEYWOOD.

A WANT SUPPLIER.

36 East Eighth Street,

HOLLAND, Mich., May 11, 1901.

Editor of PRINTERS' INK:

The New York *Herald* information bureau advised me to ask you for addresses of advertisement writers and newspaper cut makers. Trusting you may be able to help me, I am.

Yours truly, R. C. DEVRIES.

In PRINTERS' INK's want columns you will find the names of several advertisement writers, also of engravers.—[EDITOR PRINTERS' INK.]

DAKOTA TYPESETTING.

LIME SPRINGS, Iowa, May 7, 1901.

Editor of PRINTERS' INK:

I think the following card from the Scotland (S. D.) *Citizen-Republican* is worthy a place in your "book ads":

Malcolm Munn, physician and surgeon.—Will promptly attend to professional calls and skillfully perform surgical operations. Scotland, So. Dakota.

Fraternally yours,
CLARENCE ZOOK.

BETTER advertise late than never.

CLASS PAPERS.

BAKERS.

2,500 BAKERS every mo. read BAKERS' REVIEW. If you have anything to sell that they use, the proposition is self-evident. Page \$30, half page \$16 per issue. Park Row Bldg., N. Y.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as well as that of a recognized authority.—COLUMBIAN (IL) News.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's point of view. Subscription price \$5 a year. Advertising rates, classified \$5 cents a line, display 50 cents a line. 1/2-page \$25, 1/4-page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$30 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, pub., Kempville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing all the every profession, trade and calling. It is truly comprehensive, and an A-1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address PRACTICAL WEATHER PUBLISHING CO., Montgomery, Ala.

GEORGIA.

THE LIBERTY COUNTY HERALD, Hinesville, Ga., 6 pages, all home print. Circulation 1,175, guaranteed. Only paper published in county. Rates for advertising reasonable.

ILLINOIS.

THE JOURNAL OF THE SCIENCE OF OSTEOPATHY, DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 WARREN Ave., Chicago, Ill.

INDIANA.

THE FREEMAN is read by over 80,000 negroes each week. Its circulation is national and is an excellent mail order medium. It is supreme in this field. GEORGE L. KNOX, Pub., Indianapolis.

KENTUCKY.

THE RECORD, Greenville, Ky. Best country advertising proposition in State.

THE Princeton (Ky.) CHRONICLE circulates 1,800 copies weekly in the tobacco belt.

THE DEMOCRAT, Greenup, Ky., has the largest circulation in Northeastern Kentucky.

WEEKLY average, 1,900 copies. Largest circ'n in section. THE DEMOCRAT, Greenup, Ky.

THE DEMOCRAT, Greenup, Ky., prints all the news. That's why others find it profitable. Will be so to you.

MAINE.

TO reach Rockland (Me.) people—best, quickest, cheapest—advertisers use the DAILY STAR.

IF you want to reach Eastern Maine your ad must be in the Rockland COURIER-GAZETTE. See our New York agent, S. S. VREKELAND, 150 Nassau St., who will tell you our story honestly and make you lowest rates.

MASSACHUSETTS.

THE Lowell, Mass., TELEGRAM is the only Sunday paper published in Middlesex County. It is delivered direct to the homes in Lowell and all the surrounding towns on a day when people have time to read. It has more readers than any three other Lowell papers combined. It carries more home advertising than any two other local papers because it pays advertisers best. Write for sample copy; it will speak for itself. New York office, 106 Nassau St. (S. S. Vreeland, representative). Boston office, 12 Globe Bldg. John P. Ackers representative. Home Office, 28 Merrimack St., Lowell, Mass.

MICHIGAN.

THE ECHO, Harrisville, covers Northeastern Michigan.

MISSISSIPPI.

MCCOMB CITY, pop. 5,000. Railroad town cotton factory, cotton and corn raised. THE ENTERPRISE, leading co. paper. Sworn circ'n over 1,000; 8 to 10 pages, 18x24. Send for rates.

THE South is booming as never before in its history. Why not ride in on the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in THE HERALD, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

NORTH CAROLINA.

CHARLOTTE (N. C.) NEWS leads all afternoon dailies in North Carolina.

TIMES-DEMOCRAT leads all semi-weekly papers in North Carolina.

A advertiser who uses space in the CHARLOTTE NEWS and TIMES-DEMOCRAT is using the two best of their kind in North Carolina. W. C. DAVID, Publisher, Charlotte, N. C.

PENNSYLVANIA.

ENGLISH people in this country are thrifty; they occupy important positions in trade and manufacture; they are seldom idle; therefore they prosper and are able to buy. They read the ST. GEORGE JOURNAL, the official organ of the Sons of St. George, English Americans, and the Anglo-Saxon race. Circulates among best class of English people in this country. Rates 25c. per inch. Issued every Saturday. F. DODD, Publisher, 31 N. 9th St., Philadelphia.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AGENCY, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

BARGAIN SALE OF SPACE.

To convince advertisers that we have the best advertising medium on earth for the price asked we will make a discount of 25 per cent from regular rates for next 60 days. Regular rates \$1 an in. 25,000 circ'n proved. Farm & Home, Homer, Mich.

REACH PROSPEROUS SOUTHERN PEOPLE By placing your ad in THE ILLUSTRATED YOUTH AND AGE, Nashville, Tenn. Circulation 25,000; rate 15 cents per line.

AUTHORS Manuscripts suitable for issuing in volume form required by established house. Liberal terms. Prompt, straightforward treatment. Address

SEEKING A PUBLISHER. BOOKS, 141 Herald 23d St.

The American Banner

Bay Minette, Ala.

A vigorous and progressive journal. Established in 1893. Has a good circulation among an intelligent and well-to-do people and is a good advertising medium. Send for rates and give us a trial.

PLEASE NOTE THE FACT THAT

GORDON & GOTCH are skilled in the conduct of successful Advertising in **Gt. Britain** and would be glad to correspond with firms about to open up there. 15 St. Bride Street London, England. Established 1853.

The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

GOD AND THE CITY.

By The Rt. Rev. HENRY C. POTTER, Bishop of New York. Cloth, 25 cents.

May be ordered through any bookseller or will be sent postpaid for the price by the Abby Press, Publishers, of 114 Fifth Avenue, New York, London, Montreal and elsewhere, who always issue interesting works.

Poultry and Belgian Hare Standard, published monthly

at Kansas City, Mo. Is.

two years old, June, 1901.

Jan. 1, 1900, 1,500 circulation.

Jan. 1, 1901, 7,500 circulation.

During the year people

subscribed and paid for it.

We affidavit this.

Caters specially to amateurs.

Practical, instructive, illustrated.

Rates per inch: 1 month, \$1.50;

6 months, \$6.75; 12 months, \$12.

Write for sample copy, free.

Hall Bldg., Kansas City, Mo.

PRINTING, NUMBERING. | One Operation.

Model No. 27, looks

in form like a cut, saving 100%. Provides for printing the numerical system and advertising schemes without cost. Full particulars for the asking. BATES MACHINE CO., 346 Broadway, New York. In stock. Type Founders and all dealers.



Price, \$12.60, net.

\$2,000,000

will be spent in public improvements in Troy this summer. The thousands of men who will be employed on this work read the official paper of the city administration. This paper is

THE SUNDAY NEWS,

Troy, N. Y.

The Northwest Is A Great Country.

The Northwest MAGAZINE COVERS IT.

Here is our territory:

Iowa, Wisconsin, Minnesota, the Dakotas, Montana, Idaho, Washington, Oregon, Wyoming, British Columbia, Manitoba, Ontario and Oklahoma.

In this territory The Northwest Magazine has 31,000 paid subscribers.

Communicate with any reliable agency for rates, or write

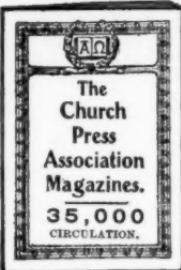


ST. PAUL, MINN.

CANADIAN GENERAL OFFICES,
McIntire Block, Winnipeg, Manitoba.
CHICAGO, 638 Fine Arts Building.

1890
Twelft

Edited
by
Thirty
Brainy
Pastors



1901
Year.

30 DIFFERENT MAGAZINES

published for thirty leading Churches of different denominations in Philadelphia, New York, Washington, Boston, Buffalo.

A DIFFERENT MAGAZINE PRINTED EACH DAY OF THE MONTH

for a different Church—the 30 in 30 days.

AN EXCELLENT ADVERTISING MEDIUM

for the general advertiser. Used and endorsed by the best firms. Carry the following ads: L'Pearl Soap, Ivory Soap, Baker's Chocolate, Van Houten's Cocoa, Campbell's Soups, Hirsh's Root Beer, Electro Silicon, Knox's Gelatine, Uneeda Biscuit, Winslow's Sprup, Oakville Co. and many others, on annual contracts. These journals pay such advertisers and will pay you.

Send for specimen copies and rates to the **CHURCH PRESS ASSOCIATION,**

200 South 10th Street, Philadelphia, Pa.

INTERESTED IN A

Follow-Up System?

My little Booklet tells all about it. It's free. Write for it to-day.

Imitation Typewritten Letters.

You need them in your business. I operate one of the largest circular-letter plants in Chicago, and do the work by the thousand or million in any style of typewriter type, furnishing

Typewriter Ribbons Exactly Matching.

Letters by my process may be mailed for one cent if desired. Send for samples and prices. You will wonder how it is possible for me to produce such perfect work at so low a price.

**M. M. ROTHSCHILD,
CIRCULAR-LETTER SPECIALIST,
TIMES BLDG., CHICAGO.**

The Biggest \$1.00 Bargain for Retailers

We have just published a book of Ready-Made Advertisements for retailers. It is 6 x 9 in size—elegantly bound—and contains about 500 specimen advertisements for almost every imaginable line of retail business. The ads are indexed and can be found at a glance. It tells about advertising, how to buy space, writing advertisements, typographical construction, borders and type, illustrations, etc. The specimen ads are adaptable to any line of business—they are thought stimulating and a practical help to every retail merchant. The preface alone is worth several times the price of the book, as it gives a comprehensive, money-saving plan for retail advertising. Book sent postpaid upon receipt of \$1.00. Address

Printers' Ink, 10 Spruce St., New York



The Strength of Our Country.

THE TRUCK FARMER

Monthly Magazine, \$1 year.

2,000 issued.

AGRICULTURAL IDEAS

Monthly Paper, 25c. year.

1,600 issued.

TRUCK FARMER'S DIRECTORY

March each year, \$2.

5,000 in 1901.

No BIG circulation, BUT!!!

J. C. JONES, Business Manager,Advertisers get 36 inches the yard. **San Antonio, Texas.**

A LETTER PLAINLY ADDRESSED TO

The Joliet Daily News

never goes astray. Only one Joliet in the U. S., 40 miles southwest of Chicago. Every railway clerk knows it. Letters sent to "The Leading Daily Paper" also reach the News. Prints 8,000 home papers.

THE HOME MAGAZINE stands for "The Home" in the broadest sense of the word; the home of the old as well as the young—the home of the father, husband and brother, as well as the home of the mother, wife and sister. *The New York*

HOME MAGAZINE

goes to

75,000

home-makers every month, of whom 45,000 are paid subscribers. It is more eagerly looked for and cherished than any other ten-cent magazine. It offers a rich field for advertisers. Rates may be had on application at any of the leading advertising agencies or of

CHAS. D. DICKENSHEETS,

ADVERTISING MANAGER,

116 Nassau Street,

New York.

"The Evening Journal is the best paper in the city."
—Statement of Jersey City advertisers.

The Evening Journal

JERSEY CITY, N. J.

Had in 1900 an average circulation of 15,106, since considerably increased, among the best purchasing public in Jersey City. Local and New York City advertisers attest the value of the JOURNAL as an advertising medium by a large and liberal use of its advertising columns.

EVERY SATURDAY

SPORTING LIFE

Base Ball, Trap Shooting
and General Sports

For 15 Years the Acknowledged Authority
Advertising Rate, 15 cents a line.

Sporting Life Publishing Co. Philadelphia, Pa.

IF YOUR GOODS are used by carriage and wagon makers, advertise in The Carriage Builder. Each issue is brimful of practical articles of especial interest to the man who makes and the man who repairs carriages and wagons. A fac-simile copy of postmaster's receipt for postage mailed to advertisers each month, showing exact circulation.

Proof sheets of trade news sent advertisers each week, in advance of publication, enabling them to get in touch with new establishments before others can reach them.

Advertising rates, \$60 per page each issue; \$30 per half page; \$15 per quarter page; \$7.50 per eighth page, or \$3 per inch. Columns, 3 1-2 x 10 inches, two columns to the page.

A three months' trial will convince you that it pays to advertise carriage and wagon goods in a paper that goes only to carriage and wagon makers—not dealers.

THE CARRIAGE BUILDER,
INDIANAPOLIS, INDIANA.

Sworn Average Circulation for April, 1901.

St. Paul Daily Globe

19,060

THE GLOBE invites any one and every one interested to, at any time, make a full scrutiny of its circulation lists and records and to visit its press and mailing departments to check and keep tab on the number of papers printed and disposition made of same.

WILLIAMS & LAWRENCE, 87 Washington Street, Chicago, Western Representatives.
CHARLES H. EDDY, 10 Spruce Street, New York, Eastern Representative.

KEEP AN EYE ON WALL STREET.

The Wall Street Journal

for 19 years a specialist in its field, reaches daily a select list of readers. It helps people to invest their money safely. It reaches people who have money to spend and who buy high-grade and high-priced goods.

It will pay you to advertise the finest goods in the foremost financial daily, the trusted adviser of rich men and women.

DOW, JONES & CO., Publishers,
42-44 Broad Street, New York City.

It Pays to Advertise in

The Rosary Magazine

Published at Somerset, Ohio

Each issue of this magazine contains 112 pages. The subscription price is \$2 a year; single copies, 20c.

For Rates and Advertising Information
Apply to

Advertising Manager
871 Lexington Ave., New York City

It is an Illustrated Monthly.

D EVOTED to Literature, Art and Religion, is edited and published by the Dominican Fathers, and circulates amongst the best class of Catholics, the academies, colleges and institutions in general.

THE ROSARY MAGAZINE is introduced through the pulpit into all cities and towns by members of the order who devote their whole time to the work. This guarantees a steady and regular increase in circulation from 500 to 1,000 per month.

THE ROSARY is a family magazine which is carefully read by every member of the house, hence all of its advertisements are sure to be noticed.

THE ROSARY is kept, not thrown away like most publications, therefore an advertisement in the magazine is never lost.

Try It and Judge for Yourself.

The Columbia Advertiser

A weekly paper published in the interests of the merchants of Northwest Philadelphia and suburbs.

Rates, 35 cents per inch.
Circulation, 12,500.

1626 COLUMBIA AVENUE, PHILADELPHIA, PA.

The greatest advertising success of the year 1901 is MEDICURA, the soap that cures. This advertising was planned and placed by

Phillips & Co.,

advertisers and publishers of THE ADVISOR,
1133 Broadway, - - - - - New York.

MEMPHIS EVENING SCIMITAR.

CIRCULATION.

15,000
DAILY.

THE handsomest and best of all Southern afternoon newspapers. With its battery of six Linotype machines, perfecting presses, electric power and exclusive day Associated Press franchises and wide circulation in and around Memphis, the SCIMITAR acknowledges no superior.

For advertising rates and other information address

R. A. CRAIG,

In charge of Foreign Advertising.

41 Times Building, New York.

87 Washington St., Chicago.

PEOPLE WHO PAY

for their paper are the ones who buy

North American Weekly,

(Established 1886.)

New York City.

Every one of the

127,845

copies are paid for—no exchange or free copies.

30 CENTS

per line on t. f. orders, stop when you wish.

Don't you want to give us a trial?

L. NATIONAL CRAKOW & CO.,

338 BROADWAY,

Advertising Managers,

NEW YORK, N. Y.

IF YOUR OBJECT IN ADVERTISING

is to create a demand for, and increase the sale of your goods, and not for the mere satisfaction of seeing your name in print,

The Columbus, Ohio, Citizen

is the paper to select, **because** it has been tried and thoroughly tested by leading local and general advertisers, with the most flattering results. Guaranteed circulation

20,000 COPIES DAILY.

E. T. PERRY, Manager Eastern Office,

116 NASSAU STREET,

NEW YORK.

The Christian Advocate

"Official Newspaper of the Methodist Episcopal Church."

ESTABLISHED 1826.

CIRCULATION STATEMENT FOR 1900.

MONTH.	WEEKLY ISSUE.					December 31, 1900, Total aggregate copies printed in 1900,
	1st.	2nd.	3rd.	4th.	5th.	
Jan.	43,000	43,000	43,000	43,000	43,000	
Feb.	42,700	42,700	42,700	42,700	42,700	
Mar.	42,700	42,700	42,700	42,700	42,700	
April	43,300	43,200	43,200	43,200	43,200	
May	43,000	43,000	43,000	43,000	43,000	
June	41,300	41,300	41,300	41,300	41,300	
July	41,300	41,300	41,300	41,300	41,300	
August	41,000	41,000	41,000	41,000	41,000	
Sep'	41,200	41,200	41,200	41,200	41,200	
October	42,000	42,000	42,000	42,000	42,000	
Nov.	42,300	42,300	42,300	42,300	42,300	
Dec.	41,000	44,000	44,000	44,000	44,000	

2,199,800.

Average Weekly circu-
lation,

42,303.

METHODIST BOOK CONCERN, Publishers,
150 Fifth Avenue, cor. 20th Street, New York.



**The Largest (but ^{one}) Agricultural Manu-
facturing City in the World....**

===== **SPRINGFIELD, OHIO.**

Supports but one complete Daily Newspaper, THE

Press=Republic

Advertisers in THE PRESS-REPUBLIC are
guaranteed an average paid circulation
exceeding 8000 daily.

THE PRESS-REPUBLIC is the only Springfield Daily receiving
Leased Wire Associated Press Reports. Using Complete Battery of
Mergenthaler's. Regularly Printing Eight Pages or more. Guaranteeing
its sworn circulation under bond statements.

There is NO GUESS WORK About ADVERTISING in SCRIBNER'S.

EVERY ADVERTISER in Scribner's Magazine KNOWS his audience just as surely as though he could look into their faces or shake them by the hand.

He KNOWS that he is reaching an army of buyers who are thoroughly representative of the great shopping contingent of this country.

He KNOWS that the readers of his advertisement have confidence in what he says because the publishers of Scribner's refuse questionable advertising.

He KNOWS that they are interested in the advertising that appears in their chosen magazine.

He KNOWS that advertisements in Scribner's are carefully arranged so as to give every advertiser an equal showing.

He KNOWS that Scribner's has a larger circulation than any other high-grade magazine.

There is no guess work about it. He KNOWS.

ADVERTISING RATES: \$250.00 per page—half and quarter pages pro rata. Discounts: 5 per cent for three months, 10 per cent for six months, and 20 per cent on a yearly order.

Orders received through any reliable advertising agent, or by the publishers,
CHARLES SCRIBNER'S SONS, 153-157 Fifth Avenue, New York.

Pittsburgh

Is becoming more and more an educational center, owing to the influence of the Carnegie Institute.

Advertising of

Schools and Colleges

in the

Pittsburgh Chronicle Telegraph

is always productive, because of the intelligence of the people among whom this live evening paper circulates.

No one disputes the Chronicle Telegraph's claims to this particular class of business. That is another way of saying that it is generally recognized as the most effective evening medium.

S. C. Beckwith Special Agency

Sole Agents Foreign Advertising

**43, 44, 45, 47, 48 and 49 Tribune Bldg.
NEW YORK**

469 The Rookery, CHICAGO

Street Car Advertising.

Street car advertising is continually growing more popular. It appeals to all classes with irresistible force and unavoidable eloquence, the cards being so displayed as to be easily read and to really afford a method of whiling away the time during a journey on the street cars.

That street car advertising conducted on business principles is profitable is evidenced by the throng of advertisers' cards which are to be seen in the cars to-day—advertisers of long experience and good judges of values.

One very strong point that impresses the intending advertiser is the absolute certainty of circulation that street car advertising gives. There is no guess about it, or any affidavits that no one believes. In fact circulation is really understated, as the figures given out by the railway companies are taken from annual reports and only give the actual number of paying passengers carried.

When you advertise in the street cars you can see where every card goes and your agent can account for every card given him. He can, if necessary, take you with him on an inspection trip and point out each card to your entire satisfaction. How many other mediums can do the same?

Nowadays when an article is not advertised it is often taken for granted that it is not on sale. The best plan to get rid of this impression and secure trade is to advertise in the street cars. What to get and where to get it—this is what an advertisement in the street car tells. It is the sign that is looked for by the class it is intended to reach—the great middle class. The great middle class means every nine persons out of ten, ninety-nine in every hundred. These are the people who read street car advertisements.

The Milwaukee cars are a very complete system. Milwaukee itself is a good field for advertising, and street car traffic in this city, as in most towns where a good general business is done,

is heavy. The business done from street car advertising which is carried in the Milwaukee cars is always very good.

The street car advertising in Milwaukee is controlled by George Kissam & Company, which of itself is a good reason why it should be successful, their system of perfecting, detail and organization going far to make street car advertising successful in many cities where results would otherwise be only ordinary. Their system is admirably adapted to a complete change of publicity covering a large circulation capable of yielding large returns.

The opinion of advertisers who have tried street car advertising is valuable as showing their experience and indicating to intending advertisers in this medium what they may expect. The president of a large food and cereal company says :

" Doing as much advertising as we do it is next to impossible for us to trace results. All that we can expect is to watch the general effect of certain lines of advertising one year, and perhaps a different line another year and note the result. Among good mediums we believe street car advertising is among the first when properly conducted. Properly conducted implies the right cars, the right display and the right service. We are glad to be able to state from a number of years' experience with George Kissam & Company, that we found their service efficient, their dealing honorable, and their system as perfect as this branch of advertising could be made."

From a well-known baking powder company :

" The old saw about comparisons is so trite and so true that we won't even quote it, but it is enough to say that while we have been harassed by many a doubt as to the desirability of advertising in many street cars, it has never occurred to us to question the real value George Kissam & Company have given us in the lines controlled by them. They have carried the work out so promptly and so effectively that we feel that they might open a training school for some who are in the same line as themselves."

The proprietor of a famous mince-meat says :

" I consider street car advertising a very satisfactory medium when contracts are made upon a fair and reasonable basis and are faithfully executed. There seems to be, however, a growing tendency among agents in this line to crowd prices above the real value of the space to general advertisers. Such efforts, if persisted in, must eventually injure the business, by discouraging the large advertisers and cause them to seek other channels through which to reach the public. Another practice which is quite common and which is to be deprecated, is that of basing

contracts upon a number of cars in excess of the actual full time cars. George Kissam & Company seem to have set themselves resolutely against these tricks of the trade and by strictly adherence to a liberal and honorable policy, have fairly won the confidence of advertisers. The fact that I increase my contracts with them annually tells more forcibly than words the measure of my satisfaction with the treatment my business has received at their hands."

This from a noted medical advertiser :

"Our opinion of street car advertising in the lines controlled by George Kissam & Company cannot perhaps be better expressed than by the contract we have just made with them which renews our obligations for space for another year in their entire list of cars. Their treatment of our contracts in past years was all we could ask for, and in every particular satisfactory."

A familiar soap advertiser says :

"We are glad of the opportunity to express our satisfaction with the service George Kissam & Company have always given the advertisements of our soap in their cars, and believe they have invariably given more than was bargained for."

The secretary of a prominent skirt binding manufacturing company writes :

"Being firm believers in advertising, and in street car advertising especially as a valuable supplement to newspaper advertising, we take great pleasure in saying that the street car cards which George Kissam & Company have placed for us have brought very satisfactory results, and we consider the lines which they control as among the most desirable mediums."

From the advertising manager of a well-advertised breakfast food :

"We have a high opinion of the value of street car advertising, as is shown by the large number of cars we are now using throughout the country. Upon the reader of an advertisement, if his mind is not occupied at the time by other matters, this, it seems to me, is a special advantage of street car advertising—that people read the advertisement when they are at leisure and have not much else to think of. We have always been satisfied with the service rendered us by George Kissam & Company."

This advertising manager ably sums up the matter thus :

"Men who sell space in street cars have said so much about its merits that there is very little left for me to add. The many things they have said about its mute appeal to the passenger, 'staring him in the face when he has a long ride before him and

cannot get away from it,' etc., is to my opinion correct. In my case one of George Kissam & Company's cards did it. It read something like this: 'If you read this card, others will read yours.' It was so much to the point that it set me thinking; with what result, my card in their cars is the best answer. I certainly am a believer in street car advertising and my contract is never large enough to suit me.'

George Kissam & Company control the street car advertising privileges in fifteen of the largest and best cities of the Empire State—New York.

In Brooklyn they have the elevated road—one of the most traveled roads in the country.

Albany, the capital city of the State, is another one of their cities. In Albany the street cars run to every part of the city and to Troy, West Troy, West Albany, Kenwood, Greenbush and other suburbs. Albany is a great receiving and distributing point for lumber and grain and has many large industries.

Schenectady, with its manufacturing interests and its many residents working in the factories, is another city where advertisers could use the street cars to advantage.

Then there's Troy, Utica, Rochester, Amsterdam, Newburgh, Jamestown, Johnstown, Gloversville, Herkimer, Mohawk and Ilion.

And of course, Buffalo, the Pan-American Exposition City.

But their business is by no means confined to New York State. In addition to the cities named above Kissam & Company control the exclusive street car advertising privileges in Trenton, Elizabeth, New Brunswick, N. J.; Erie, Pa.; Chicago (North and West Sides), Aurora, Elgin and Springfield, Ill.; Cincinnati, Columbus and Hamilton, O.; Minneapolis, St. Paul, Stillwater and Duluth, Minn.; Milwaukee, Madison and West Superior, Wis.; Denver, Col. The cities named are among the best and largest in the country, aggregating five million and a half population.

All these cities are rich in wealth and enterprise. To properly reach the people who reside in them it is almost necessary to advertise in the street cars. All of these cities have first-class street car facilities and the advertising in them is of a high order.

It is not claimed that street car advertising is the only medium on earth but it has many points of merit not possessed by other mediums, and it gives an advertiser not only a chance to exploit his goods in poetry or prose, but to illustrate them in natural colors besides.

George Kissam & Company have offices at 253 Broadway, New York, and will answer all inquiries regarding the subject.

Ask your agents or customers at

KNOXVILLE

which paper to use to cover

KNOXVILLE

and

EAST TENNESSEE

They will tell you

THE SENTINEL

WHY?

Because it has no secrets about its circulation. It had 6,162 average for 1900 (see sworn detailed statement with all directory publishers).

No other paper in this city or East Tennessee issues a sworn statement of any kind.

Everybody knows THE SENTINEL

LEADS IN ADVERTISING

as well as circulation. During 1900 THE SENTINEL carried more advertising than its contemporary, although THE SENTINEL's rates are higher and it is published only six days per week to its contemporary's seven.

KNOXVILLE

is a city of 32,617 people by the 1900 census. It was only 9,000 in 1880. Knox County has 74,304. But 51,000 of these live in the city and suburbs; that is within a radius of one and one-half miles, with the City Hall as the center. It is the second richest city per capita in the United States. It has iron, woolen, cotton, marble, flour, underwear, knitting and hosiery mills; furniture, chair, mantel, coffin, hat rack, boat oar, shuttle and other wood working factories; large shops of Southern Railway; University of Tennessee and other State institutions; headquarters for immense coal districts, shipping 1,000 cars of coal a day, etc. It is the commercial, financial, educational and social center of a large section of country.

THE SENTINEL

is the principal paper and is the most widely circulated one in this territory. It is the official State, county and city paper.

Let us confer with you. Write

THE KNOXVILLE SENTINEL CO., Knoxville, Tenn.

OR

J. E. VAN DOREN SPECIAL AGENCY,

Temple Court, NEW YORK.

Boyce Building, CHICAGO.

Advertisers, do you know that

Campbell's Illustrated Journal

is the only first-class family magazine
published in Chicago, and reaches

100,000

Prosperous, Happy Homes

And that it is one of the best
advertising mediums published?

Once a patron always a patron.

Campbell's Illustrated Journal

Chicago, Ill.

CANADA'S Greatest French Newspaper.

STORY OF LA PRESSE OF MONTREAL—ITS PHENOMENAL GROWTH—LARGEST CIRCULATION OF ANY DAILY IN CANADA—NEW AND MAGNIFICENT NEWSPAPER QUARTERS OCCUPIED BY THIS PROGRESSIVE FRENCH PAPER.

With a population that perhaps little more than touches the 6,000,000 mark, Canada has reason to be proud of her newspapers—their enterprise and character, the appointments and equipment of the premises occupied, and the size of the circulation attained. In the matter of news gathering the great dailies of the larger Canadian cities will compare favorably with those of the Republic to the south, despite their much wider field and opportunities. This fact has often been commented upon by visiting journalists, whilst the Canadian press have usually steered clear of that sensationalism that marks many of the United States papers and which has made the way for what is now familiarly known as the yellow journal. Enterprise and cleanliness go together in Canadian newspapers.

One may naturally think of the newspapers printed in English as reaching the largest degree of success, and yet when one comes to tell the story of circulation and enterprise, the palm in many important particulars must go to our newspaper confreres of the sister Province of Quebec, and to one newspaper in particular that is

published in French and not in English.

This paper is *La Presse*, of Montreal, which was established in 1884 and is the recognized organ of the French people, and, to a large extent, is read in every home where the French language is spoken.

La Presse got its start on the way to prosperity when it was purchased by its present proprietor, Hon. E. Berthiaume, in 1889. The circulation then was 10,000, whilst it is now 68,897 daily and 39,200 for weekly issue. The field is a very distinctive as also an extensive one, for we have to remember that the French population of Canada is something like one-third of the entire population, or about 2,000,000 people. The daily *La Presse* is read widely by our French fellow citizens who are residents of all of the larger centers, particularly Montreal, Quebec and the other progressive and growing cities of the Province of Quebec. The weekly finds its circulation mainly among the French people given to agricultural pursuits, and it is worth remembering here that in many respects the farming methods of the French people, though not always on as large a scale as in the Eng-

lish provinces, are of a kind that lead to very marked success. But it would be a mistake to suppose that *La Presse*, though printed in the French language, is read only by the French people. Intelligent English-speaking Canadians in all sections of our broad Dominion speak French. They are doing business with French people all the time, meeting with them in social and public intercourse, and appreciate the opportunity to be readers of a French paper of the character of *La Presse*.

Quite recently the progressive

000, and the equipment of the same over \$150,000. The newspaper is printed on four Goss duplex presses. Twelve Mergenthaler typesetting machines are kept busy in the composing rooms. A complete photo-engraving plant is installed in the building, for *La Presse* has ever shown an appreciation of the value of illustrations in the daily newspaper, and was the first paper so equipped as to be able to issue its daily printed in several colors.

How thoroughly *La Presse* is appreciated in the great city of



methods of this French paper have been illustrated in the erection of a magnificent building for their publishing business, occupying a striking position in one of the best sections of Montreal. Those who have had the opportunity of visiting various newspaper offices tell us that the new building of *La Presse* is the most modern and best equipped newspaper establishment on the whole continent. The building alone has cost \$300,-

Montreal finds evidence in the fact that it requires thirty patent wagons for city delivery, and the most up-to-date equipment for the distribution of its large out-of-town circulation.

The building altogether covers six floors, representing an area of 60,000 feet, and the staff working on the paper daily over 200 regular employees. In a "thousand and one" ways the *La Presse* building shows the marks of com-

pletteness, including reception rooms, library, editorial departments and the handsome counting offices and private offices of the management. It does not seem, in view of all these facts, that it is too much to say that *La Presse* is the most progressive French paper in the world. It has applied the most modern and best tested business methods to French journalism, and to-day stands on a little pinnacle of its own, occupying a distinctive and separate position.

Newspaper readers are aware that many of the most important movements set on foot for the development of local and national undertakings have found their inception, not simply by suggestion, but by practical work, in the leading newspaper offices of the country. *La Presse* has given evidence of this public spirit by its ice-boat expedition, the aim of which was to prove the practicability of winter navigation in the St. Lawrence gulf and river below Quebec. On March 7 the schooner "La Presse" was started on her winter trip, and within twenty days had touched successively Les Ebolements, St. Irene, Murray Bay, Tadoussac, Rimouski, Manigouagen, Godbout, Pointe des Monts, Pontecote and Seven Islands. These hundreds of miles were covered by "La Presse" nearly all along through broken ice fields and floes of three, four and five feet of thickness. The success of the expedition is the more wonderful on account of having been taken in March, which is, according to the best authorities, the worst month of the year.

Whilst the home of *La Presse* is in Montreal, there are not many papers better known, especially

among business men and the shrewdest advertisers in Western Ontario, than this great French daily. The management have lately shown their increasing confidence in the business to be acquired in Ontario by opening special offices for Toronto and the West in the McKinnon Building, corner Jordan and Melinda streets, and have installed as their manager Mr. T. M. Humble, one of the best known advertising men in Toronto and throughout Canada. Mr. Humble brings to the management of *La Presse* in this province fourteen years of large experience bought through his connection with leading Toronto and provincial papers. He is a close student of advertising affairs, capable at all times of making a clearly stated presentation of his case, and so thoroughly versed in advertising matters as to prove a most helpful visitor at any time to the office of merchant or manufacturer. *La Presse* has been carrying for years the advertising of nearly one hundred firms in Ontario with most satisfactory results. Recently its advertising manager, Mr. W. A. Grenier, of Montreal, during two short trips (seven days altogether) to Toronto, closed contracts for nearly \$21,000 of advertising. This amount has already been materially increased by new business secured within the month by the Western office under the management of Mr. Humble, and, with the very special field that *La Presse* occupies, and the energy Mr. Humble is sure to throw into his work, it may be expected that this business will show unmistakable and substantial increase in the future.—From "Business," Toronto, Canada, April 20, 1901.

What Scripps-McRae Said

news from every part of the civilized world, in short, terse, accurate items that tell the whole story quickly."

What the People Did

news and became regular subscribers to the Scripps-McRae papers.

The Cincinnati Post, Cleveland Press, St. Louis Chronicle and Covington (Ky.) Post reach more readers every day than any combination of papers in the Mid-West.

What Carlisle Wants

papers. A well equipped office is maintained in New York, 53 Tribune Building, and one in Chicago, 116 Hartford Building, full of information for the asking.

"We will print eight-page papers for one cent every afternoon, except Sunday, filled with all the actual clean, newsy

They bought the papers. Thousands of them stopped taking the blanket sheets full of long winded, stale

Just a few moments of your time, if you are interested in advertising, to tell you about the Scripps-McRae

...THE... WICHITA EAGLE

Is Not Installing a

...NEW... QUAD PRESS

As an advertisement, but because it
is forced to do so on account of its

CIRCULATION AND INCREASED VOLUME OF BUSINESS

R. P. MURDOCK, Business Manager

S. C. BECKWITH SPECIAL AGENCY

Tribune Building, New York City
The Rookery,  Chicago

2,500,000

A MONTH.

Here is the tremendous circulation of well-printed, well-edited journals, reaching the homes of Two Million, Five Hundred Thousand subscribers each month, a circulation certified to by postal receipts. Yet advertising in

The Vickery & Hill List AND **The American Woman**

(2,500,000 A MONTH)

is only 2-5 of a cent per line per thousand of circulation. Quality considered, it is the cheapest advertising proposition in existence; results considered, it is circulation worth the highest rate of the highest-priced mediums.

If you want generous results, "you can not afford to stay out" of Vickery & Hill's "2,500,000 a month."

C. D. COLMAN,
520 Temple Court,
NEW YORK.

The Vickery & Hill Pub. Co.,
AUGUSTA, ME.

E. H. BROWN,
714 Boyce Bldg.,
CHICAGO.

PRINTED ON THE FARM

PRINTED ON THE FARM

THE AGRICULTURAL EPITOMIST

Has always given its readers experience at first hand. To carry out this plan still more extensively, plain, complete and detailed statements of practical experiments made on this

650-ACRE EXPERIMENT FARM

are being recorded from month to month in the

AGRICULTURAL EPITOMIST

"THE ONLY AGRICULTURAL PAPER
EDITED AND PRINTED ON THE FARM."

The EPITOMIST not only gives the results of experiments made under natural conditions of cultivation and fertilization, but it also tells how work is conducted for actual profit in the various departments of its 650-acre farm known as the



PRINTED ON THE FARM

PRINTED ON THE FARM

PRINTED ON THE FARM

Experiments at this Station are now and will continue to be made under the direction of experts, constituting an able corps of practical and scientific farmers of unquestionable reputation, whose efforts in the past have resulted in

BETTER FARMING, BREEDING AND FEEDING.

Advertisers wishing to reach the prosperous, progressive, up-to-date and buying class of farmers, can do so through the columns of the AGRICULTURAL EPITOMIST. A contract will be accepted for the term of one year at our present rate of \$100 per minute issue per insertion, with the privilege of discontinuing at any time without extra charge. Circulation guaranteed to exceed 200,000 copies each issue.

E. CHUBB FULLER,

President and General Manager

EPISTOMIST PUBLISHING COMPANY,
Epitomist Experiment Station, SPENCER, IND.

PRINTED ON THE FARM

Victim of Circumstances

Why do you move so often? is the question asked by a number of people who seem interested in my welfare. The answer is that I am a victim of circumstances.

Every change I made was to better myself, and moving from Lucky 13 was not of my own accord—the landlord needed money and sold the property. The old maxim of three moves being as bad as a failure has no terrors for me, as my new home is by far the cosiest place I ever occupied.

It looks more like a bank than an ink house and I know that some of my competitors will accuse me of having a swelled head, but say what they will, I feel mighty happy in having such a nice store to meet my customers.

Nothing is done behind closed doors. Printers can expect the same courtesy as heretofore shown them, and when a $\frac{1}{4}$ lb. can of ink is bought, they need not feel embarrassed that 25 cents is the extent of their purchase. I have dozens of just such customers.

Send for my price list and compare it with what you have been paying for inks on credit. It may be a little inconvenient to send the cash every time you want ink, but the saving you make will more than offset the hardship incurred. At the end of the year you will have a clean balance sheet, and no ink man can claim you.

Don't forget the new number, 17 Spruce St. Address

**Printers Ink Jonson,
17 Spruce St., New York.**

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

I believe it is often useful for the advertiser to work his name into the headline of an ad, as in the two reproduced below. It seems to imply, in these cases at least, that the advertiser will either do the work himself or give it his personal attention as it goes through the hands of his workmen; that he is going to feel a direct personal responsibility for the job and will see that it is correctly done, even if he doesn't make a cent on it.

And then the reader soon gets to feel acquainted with the man who speaks so informally of himself, as Norman, Gerry, Smith, Jones, etc., and that feeling of acquaintanceship is worth money to the advertiser if it carries confidence with it.

It has one other advantage: Written in the third person, it appears to the reader more like advice from a friend who knows, and a little less like the boasting of the more interested and biased "me" or "I."

But don't overdo it.

Gerry'll Repair Your Awning

Perhaps a little attention will make it last another season.

Will put off the necessity of buying new this spring.

Of course we'd like to put up a new one for you.

But if the old one's repairable we'll fix it.

The work will be first-class and the price reasonable.

It will be done as well as it can be done.

Let Norman Take Your Lawn Mower

He'll fix it up for fifty cents so it'll run easily and cut accurately.

His man will come and get it.

Call at the store and leave your address, send a postal, or telephone, just which is the most convenient for you.

A hot weather hint.

Bought Your Negligees Yet?

To-morrow will be a day to pick them out, because our gathering has just been reinforced by the arrival of fifty dozen, "made-to-order" shirts. They are cross stripes and up-and-down stripes, wide stripes and narrow stripes—and all the colors of the rainbow. To-morrow's visitors will make a big hole in them—hadn't you better help make the hole?

Interestingly told.

Men Will Be Smartly Belted This Season

The particular man found that he wanted something better in belts than was to be had last season; and his demands stirred up manufacturers. Now men's belts are shown that are the envy of every woman that sees them. They are manly, of course, but neat, narrow and beautifully made and finished. The leathers are calf-skin, cowhide, hogskin, patent leather and sea-lion skin, all finished in superb manner, with neat but effective buckles.

The collection of men's belts is the largest and most elaborate ever shown anywhere. Prices, 50c to \$5.

There are also watch fobs, made of leather, to match many of our belts. One of the new ideas this season. 50c to \$1 each.

A printer's argument that is not new but good.

You're Judged

by the company you keep—and your printing.

When you send a man a weak-looking letterhead, in a sickly envelope, it creates a bad impression—can't help it.

I do modern printing, and the price is no more than at the office that's "just behind the times."

A trial is a quick convincer.

Harness.

A combination offer, consisting of one set of single buggy harness, with $\frac{3}{4}$ in. saddle, enamelled leather lined, $1\frac{1}{2}$ in. trace, folded breeching, breast collar and neck strap, with waved layers, oak leather and hand sewed, nickel or Davis rubber trimmed; one lightweight whipcord lap robe, and one 6 ft. whalebone whip, with rubber cushion cap, English snap; easily worth \$16.45 and sold for that regularly; our sale price for Friday only, \$13.75.

A very strong argument backed by figures.

Bicycle vs. Trolley Cars

First cost of bicycle.	\$50.00
Add interest, 4 per cent, three years.	6.00
Add \$3 per year, possible repairs 9.00

Total cost	\$65.00
Value of bicycle at end of three years.	\$15.00

Net cost for three years \$50.00
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Saving in car fares, 20c. per day, or \$5 per month; eight months each year, three years \$120.00
Interest 4 per cent, one-half this period or one and one-half years 7.20

Total saving \$127.20
Here is a profit of over 50 per cent per annum on an investment of \$50, to say nothing of guaranteed extra dividends payable daily in robust health, keen pleasure and buoyant spirits.	

This is a bit too long, perhaps, but it is interesting and convincing from first to last.

Woodruff's Bostonette

The hit of the season. Waterproof, porous to air, small in bulk, light in weight. How a Danbury man tested the Bostonette: "I don't doubt your word, but how can a cloth that I can see light through be waterproof?" said a customer Monday afternoon. We told him if it didn't do the trick we'd give him back the price with a smile thrown in. Know what he did? Took that ten dollar Bostonette home and put it to test. Fastening it between two chairs, he poured a pail of water into the sag, placed a vessel beneath to catch the drip, lit his pipe and got ready to have a good laugh on Woodruff. But the water didn't seem to ooze through. It was up against a new proposition. At bedtime he decided to let it stay till morning, just to show Woodruff that the coat "would leak." But there wasn't as much as a dew on the underside of the fabric in the morning, and the owner's satisfied he's got one of the wonders of the age—a coat that you can see light through, but that water refuses to touch.

You'll have use for a Bostonette rain coat this season, or the weather prophet will miss his try. We have the exclusive sale of the Bostonettes in Danbury, and they're about the slickest articles ever put together from the fleece of Ohio Valley sheep.

There's not even the suspicion of rubber about the fabric, but it throws off water like a duck's back.

It's wool, good wool, carefully woven, specially treated and well shrunken.

The cloth is pliable as silk, light as a feather, and fine as broadcloth.

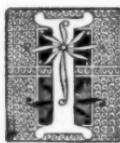
In cut and trim the Bostonette's right up to the second in style, and the top coat that can outclass it in looks is yet to be seen.

Square shouldered or raglan, just as you think best, velvet collars, and in all sizes and colors.

\$10, \$12, \$15, \$18 and \$25.

New mackintoshes — box shape, fly fronts, cemented seams, oxfords and tans, \$4 up.

RIPANS



T is a matter of first importance to give the stomach fair play. Misused through excesses and indulgence in eating and drinking; misused through a lack of exercise and sedentary mode of living, the stomach gets out of order, the bowels become constipated, the liver deranged and the blood impure and sluggish.

In this condition the stomach needs help, the best known help there is. In most instances Ripans Tabules regularly taken are all the remedy necessary to set a disordered stomach right again. Ripans Tabules, exercise and good care quickly cure the stomach, open the bowels, act on the liver and kidneys, and cleanse the blood from impurities. Clean, pure blood will freely and easily flow through the whole body. Appetite, sound, natural sleep, activity and a strong desire to live and to do will return. Ripans are for men, women and children.

There is scarcely any condition of ill-health that is not benefited by the occasional use of a R.I.P.A.N.S Tabule, and the price, ten for five cents, does not bar them from any home or justify any one in enduring ills that are easily cured. A family bottle containing 150 tabules is sold for 60 cents. For children the chocolate coated sort, 72 for 25 cents, are recommended. For sale by druggists.

THE PHILA. **INQUIRER**

Prints
More

***Paid
Want
Ads***

Than
All the

**Other Philadelphia Newspapers
Combined.**

***This is the STRONGEST
POSSIBLE PROOF of a
Newspaper's Power as
an Advertising Medium.***

THE circulation of The Inquirer—both Daily and Sunday—is greater by many thousands than that of any other newspaper in Pennsylvania.

Average Circulation During 1900	170,905	Copies Daily	Average Circulation During 1900	168,325	Copies Sunday
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Advertisements in THE INQUIRER always bring positive results.

The Philadelphia Inquirer, 1109 Market St., Phila., Pa.

NEW YORK OFFICE, Nos. 86-87 Tribune Building.

CHICAGO OFFICE, 508 Stock Exchange Building.